

# Joinerysoft wins work for Fordham Joiners

Investigating joinery software to save time and improve his professionalism in quoting, Stuart Fordham of Fordham Joiners discovered Joinerysoft's Joinery Management Software (JMS) provided the most flexible package on the market.

Purchasing JMS in May 2008, the software has not only improved Stuart's professional quoting, but has also given him the freedom to grow his business, resulting in the employment of a full time apprentice in 2010.

Fordham Joiners, based in Cowfold, West Sussex started in 2004 offering traditional joinery and carpentry services including bespoke windows, doors, stairs, handrails, furniture, and garden rooms in a variety of timber.

Owner Stuart Fordham puts great emphasis on the quality of the finished job for his clients; he therefore needs the back-room processes that support his business to work as efficiently as possible so that he has the freedom to focus on the end product.

Optimising his website in the last couple of years has had a big impact on the number of enquiries he receives, with 80% of his work now coming from private customers through the website and the rest by personal recommendation. Being able to respond to these enquiries in an efficient and professional manner is, therefore, crucial.

Purchasing the entire software package from Joinerysoft, including casement windows, sliding sash, doors, screens, and stairs, has given Stuart much more than just a quoting package. It also gives him design, pricing, material specifications, cutting lists, machine output and more.

Since its integration into his business, Stuart has been able to develop a quicker response service for contractors who frequently ask him to provide a price on very short notice. Because JMS effortlessly lists all components and provides true scale diagrams, contractors know what they are getting with every quote.

Stuart says, "Professional quoting including diagrams and detailed descriptions gives customers confidence that you know what you are talking about and have the price right.



I would have to work quite hard to give the same level of confidence with my previous approach.

I'm convinced I made the right decision to purchase JMS because the software is improving all the time through updates and Joinerysoft welcomes customer feedback which helps me to feel like I'm a part of the development process."

Following two days training, which comes as standard with the software, customer support then takes over providing not only telephone back-up but also the ability to log on to demonstrate a task remotely.

Employing trained joiners to install and provide customer support, Joinerysoft recognises that using familiar terminology and being on the same wavelength as customers is not just important but essential.

Not familiar with computers prior to the installation of the joinery software, Stuart has had to get used to basic controls using the mouse and sending emails, however he confirms the joinery software was easy to pick up and with friendly and approachable customer support he is never afraid to pick up the phone and ask a question.

Prior to the installation of JMS, Stuart used to manually calculate pricing and provide drawings by hand. The time taken to produce all this often meant that quotes got missed or arrived too late. He adds, "It's a cut throat world out there and you have to up your game and presentation to get that initial interest and finally the job confirmation. Providing JMS professional quotations means that I can impress from the start."

Time savings achieved as a result of implementing JMS mean that what used to take Stuart a whole day to quote now takes an hour allowing him to quote and win more work. This has directly contributed to him

growing his business to such an extent that he has been able to take on an apprentice this year.

Joinerysoft detailed cutting lists have proved essential for the new apprentice, who relies upon the clearly laid out measurements and diagrams to organise his workload. Stuart is also able to use the detailed listings to order materials in advance. He adds, "JMS gives me confidence that when the materials come in I have sufficient stock."

Suppliers are even utilising the extra information to mark up timber with what can be cut out of it from the cutting list requirements. In such competitive times suppliers are pleased to be able to offer this additional service, which benefits joiners who can provide this information effortlessly from JMS.

Pleased with the service provided by Joinerysoft Stuart concludes, "JMS is a very complete and precise system that can carry out all the tasks that take up so much time associated with traditional joinery. It allows us to be professional and quick." Unwilling to go back to how things used to be, Stuart says, "If you tried to take JMS away from me today I would do everything I could to hang on to it. It would make my life quite difficult now to do without JMS."

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