

# Biker Bespoke Joinery gets professional with Joinerysoft

Biker Contracts was founded in 1970 by Tony Biker, as a 'soletrader' construction company. 41 years later the company has 15 divisions, and employs over 120 people in construction, architecture, plant hire, haulage, waste management and bespoke joinery divisions. Originally set up to supply the requirements of their own construction division the bespoke joinery division has seen sustained growth in the last 8 years, expanding to new premises 5 years ago to cope with demand from private clients and other trade customers. Based in North Yorkshire Biker Bespoke Joinery undertake a large variety of work including windows, doors, stairs, architectural joinery such as conservatories, porches, shop fronts, architrave and also timber frame buildings. Their customer focus, emphasis on quality and attention to detail, means that private clients now make up 80% of their orders and Biker Construction accounts for only 5% of total joinery business.

8 years ago, son Ben Biker took over the organisation of the joinery workshop, expanding the workforce from 2 joiners to 15 joiners. He plans to expand the joinery business further, but recognises that growth is dictated by the market environment and also shortages in the recruitment of skilled bench joiners. With a background in quantity surveying and construction, Ben has had to learn the joinery trade on the job, aided by an experienced workshop foreman and now further assisted by the introduction of new software.

Prices used to be calculated by producing cutting lists and glass sizes. Every price had to be calculated separately for each window and door which proved quite time consuming.



Customers were then presented with a quote produced on a spreadsheet which, while it detailed timber and glass type and a brief description, was fairly longhand. Ben first became aware of software for bespoke joinery when he was presented with a competitor's quote from a customer and asked to beat the price. "The job wasn't of particular interest," says Ben, "but the quote looked really professional and included pictures of each joinery item."

Discovering that the quote was generated by Joinerysoft's Joinery Management Software Ben knew he had found what he was looking for. He says, "The software seemed clear and relatively straight forward. It was obviously a complex bit of software but I could see how it was going to be easy to use and how much time it would save me when quoting." Most impressive was the professional looking quotes which could be altered and reprinted at the touch of a button. He adds, "Most joiners dread hearing the request, 'Can I have the quote in hardwood (or softwood) too?' Anyone who prices by hand knows the amount of work this generates. With JMS this is now easy. I can change

from hardwood to softwood easily and reprint the quote in seconds."

Ben purchased JMS immediately following the demonstration and believes that in the last 11 months of using the software it has directly led to them winning around £70,000 worth of work simply because of the professionalism and increased confidence that clients have now that they can clearly see what they are getting with true scale diagrams and detailed components. Ben comments, "We aren't always the cheapest, but because of the professional presentation of the quotes customers are more confident that we can deliver a high quality product. In today's competitive market Joinerysoft has definitely given me the edge over my competitors."

Ben confirms, "JMS was easy to get to grips with and quoting no longer remains a daunting task. What used to take me 4-5 hours to quote now takes 45 minutes. I am now able to be more customer facing, visiting customer premises and be more proactive about getting work in." Despite impressive customer support the software has been so easy to use that Ben hasn't had to call

more than twice in the last year!

All jobs are now quoted within JMS, even furniture and wardrobes. Ben says, "I can't illustrate these on JMS yet, but I can use the Bill of Materials module to import a picture and describe it. This means that no matter what the customer requires I can present all items in the same professional format. This helps me keep track of what's going through the workshop and keeps all my customer details in the same database. I would estimate quoting to be 80% quicker using JMS."

Ben concludes "We now offer an improved service to our customers which means that when they ring up asking for costs I can give them an instant price over the phone, and don't risk losing them to competitors by asking them to ring back. The three main selling points for me are:

- Speed: the time to quote, ease of making changes and instant printouts.
- Presentation: diagrams and detailed descriptions give the customer confidence.
- Professionalism: our overall company image and profitability has been improved as a result of using JMS."

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