



# Wolseley UK

## A competitive advantage for customers

### Constructing a customer driven supply chain

Wolseley UK sits at the heart of the construction supply chain, providing the widest range of construction products and materials available in the UK through over 1,400 branches of Plumb Center, Build Center, Pipe Center, Drain Center, Climate Center, Hire Center and Parts Center.

Its unique distribution system with multiple central feeder warehouses makes the Wolseley UK distribution network more responsive and more flexible than any other in its sector. This superior supply chain capability enables Wolseley UK to provide same or next day delivery of a vast product range through its branches, call centres and websites.

Wolseley UK is committed to meeting customer needs by providing the right products and services when and where they are needed, at competitive prices. Its customers are anyone who constructs and maintains buildings and range from the largest construction companies to government organisations to self-employed contractors.

'We needed to provide a tailored service for our wholesale customers that would help them to offer their customers and clients a more efficient service. There had been a long-term need amongst our customers to reduce the time they spend travelling between jobs and their home depots and we recognised that we needed an application development solution. By using O2's Xda II's we can offer a value-added service they can take onboard themselves and use to become more accountable.'

**Tim Pollard**, Head of Marketing, Wolseley UK

As a dynamic, growing company Wolseley UK saw the opportunity to increase market share by improving the responsiveness of its outlets, allowing customers to interact more efficiently with them. For example, by helping customers to select products in the field when they need them, rather than having to come into the outlet, Wolseley UK then had the opportunity to reduce the costs of back office technical support and time to market.

### 'Supplying' customers with a more efficient solution

Wolseley UK wanted to provide its customers with a system to help out in the field by reducing the time spent identifying and locating the correct parts necessary for the job. The company needed a system that would enable its customers to run their business more efficiently and enable engineers and builders to be able to check and locate parts whilst they were on site, rather than having to locate and visit a Wolseley UK outlet. The solution also needed to include signature capture and task manager options.



#### Primary business

Plumbing and Building Merchants

#### Vertical market

Construction

#### Business need

A tailored, value added wireless data service for customers

#### The solution

O2 Xda® II wireless link into HRPC database

#### Business benefits

Competitive advantage through differentiation  
Increased customer efficiency  
Reduced costs

## Enabling engineers to email on the move

O<sub>2</sub>'s Xda II was the perfect match. The Xda II devices allowed Wolseley UK's customers to receive and deliver information on parts, quickly and frequently through the day. Engineers are hooked up by their Xda II to Wolseley UK's parts database wherever they are and can order parts or new installations, search store locations and product availability through their administration system in real-time.

The Xda II also has an in-built, high resolution camera that allows engineers to capture an image of the required part and, if they are unaware of the part's model details, email the image through directly for identification. It will soon offer the ability to order parts from the nearest store location.

Wolseley UK worked closely with a dedicated team from O<sub>2</sub> and software developers, ESB New Technology and 3X, to create a system specifically designed for the engineering industry.

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Wolseley UK has identified a number of key business benefits achieved through working with O<sub>2</sub>. It was critical for them to have a viable proposition for all their staff and customers that can be used as a method of attracting new customers and improving market share. By offering a wireless solution to customers whose staff spend the majority of their time in the field (on site), Wolseley UK was able to gain a competitive advantage in the sector.

By using the Xda II, some of Wolseley UK's customers, such as Ableflame, have made time savings of up to 30% and increased the responsiveness of their engineers. Ableflame's customers, tenants living in local authority dwellings, now have reduced call-out times whilst the problem of abortive visits due to lack of stock availability has been eradicated. Engineers can see what their schedule is like for the day and allow for changes.

Wolseley UK worked closely with O<sub>2</sub> to sell their customers the Xda II - the benefits speak for themselves as the engineers spend less time dealing with the administration of the customer's account and are able to get more jobs scheduled than before - increasing their own productivity and revenue.

Their smaller customers found the device a huge benefit to the business and it provided them with a competitive edge. Some of their larger customers who work closely with local councils wanted it for their staff due to the increase seen in productivity and the money saved. The Xda IIs have been so successful to date that Wolseley UK plans to roll them out across the rest of their trading brands.



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Berkshire, SL1 4BX  
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