

# ENHANCED

Technology For Better Business Performance

## HARTS OF STUR



**Client:** Harts of Stur

**Sector:** Retail & E-Commerce

### INCREASED INSTORE SALES AND BUSINESS GROWTH ONLINE.

As a fourth generation business, Harts is one of the UK's largest instore and online retailers of cookware, kitchenware and kitchen electrics, stocking a comprehensive range at competitive prices.

#### THE CHALLENGE

Harts, albeit very successful, was struggling with stock control and time management due to the rapid growth and expansion of the business. All systems were paper based, manual processes, and Harts were increasingly working in an online market place with companies such as Amazon, eBay and Tesco's, with no real insight into their stock levels. Key personnel were wasting valuable time chasing stock, when their skills could be far better deployed. The existing systems did not allow Harts to deliver the excellent level of customer service they pride themselves on.

#### THE SOLUTION

Enhanced visited Harts, listened to their problems and spent time fully understanding their business needs. After analysing all existing systems, Enhanced recommended an integrated solution designed to give key stakeholders valuable time back, link all processes and capture information all in one place. An Access Dimensions ERP solution was the core system, with the addition of specific screens with customised functions, to facilitate individual tasks across each department. The new system integrated existing processes with the online market place.

#### THE RESULTS

The company now has fully integrated systems providing greater stock control, real-time visibility and an updated accounting system. Harts is now able to process orders more efficiently and effectively, helping cater to the continuous growth and product expansion. Harts have full integration and automation with each market place they work with, saving a significant amount of time across the business. As Harts continue to grow, they are now confident they have the correct systems in place to do so, with no growing pains.

#### THE BENEFITS

- Increased business growth online
- Increased sales instore
- Reliable stock control system
- Freed business leaders, allowing them to work on the next phase of the business
- On-going support and development
- Staff time efficiencies
- High level customer service.

"Harts would recommend Enhanced to anyone. They actually listen to the customer and don't just sell products. They never say they can't do something; they just work on solving the problem at hand. They are friendly, approachable and fully understand our business needs. Without Enhanced our business would not be growing as fast as it is.

Graham Hart  
Operations Director, Harts of Stur