

Case study

Battery World

Background

Battery World is an Australian wide franchise that sells batteries, predominantly through retail outlets. There are 130 stores across the country. Increasingly, the business was identifying a need to 'take the battery to the client', rather than the traditional 'in store service' retail model.

The Problems

1. Not all stores wanted to participate in the mobile service model
2. Some stores were happy to do mobile service, but only during store trading hours (e.g. Mon-Sat, 8-5)
3. As franchised businesses, each franchise “owned” a defined territory and is entitled to all battery sales within their defined territory
4. The Franchisor (Battery World) wanted to offer an Australia wide, 24/7 mobile service that would increase sales

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Eaco Solution

1. Eaco created a multi-tiered Mapping Profile that defined each stores 'owned' territory and also recognised where the non-owned 'white space' was.
2. Each store was able to participate in a way that suited the store
 - b. Opt out and make an arrangement with another store to work their territory
 - c. Opt in for store hours only and make an arrangement for another store to pick up the out-of-store-hours work
 - d. Opt in and use Eaco to roster staff to cover all available shifts
3. Build a Post-A-Job widget that was made available to customers that immediately and fully automated the allocation of their job to the available store technician, or quickly identified where a service was not provided by the Battery World network.

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Benefit to Customers

The typical process of having to make several calls to several suppliers to allocate the job is eliminated. The Eaco solution fully automated the allocation of the job and provided instant feedback on the performance of the job.

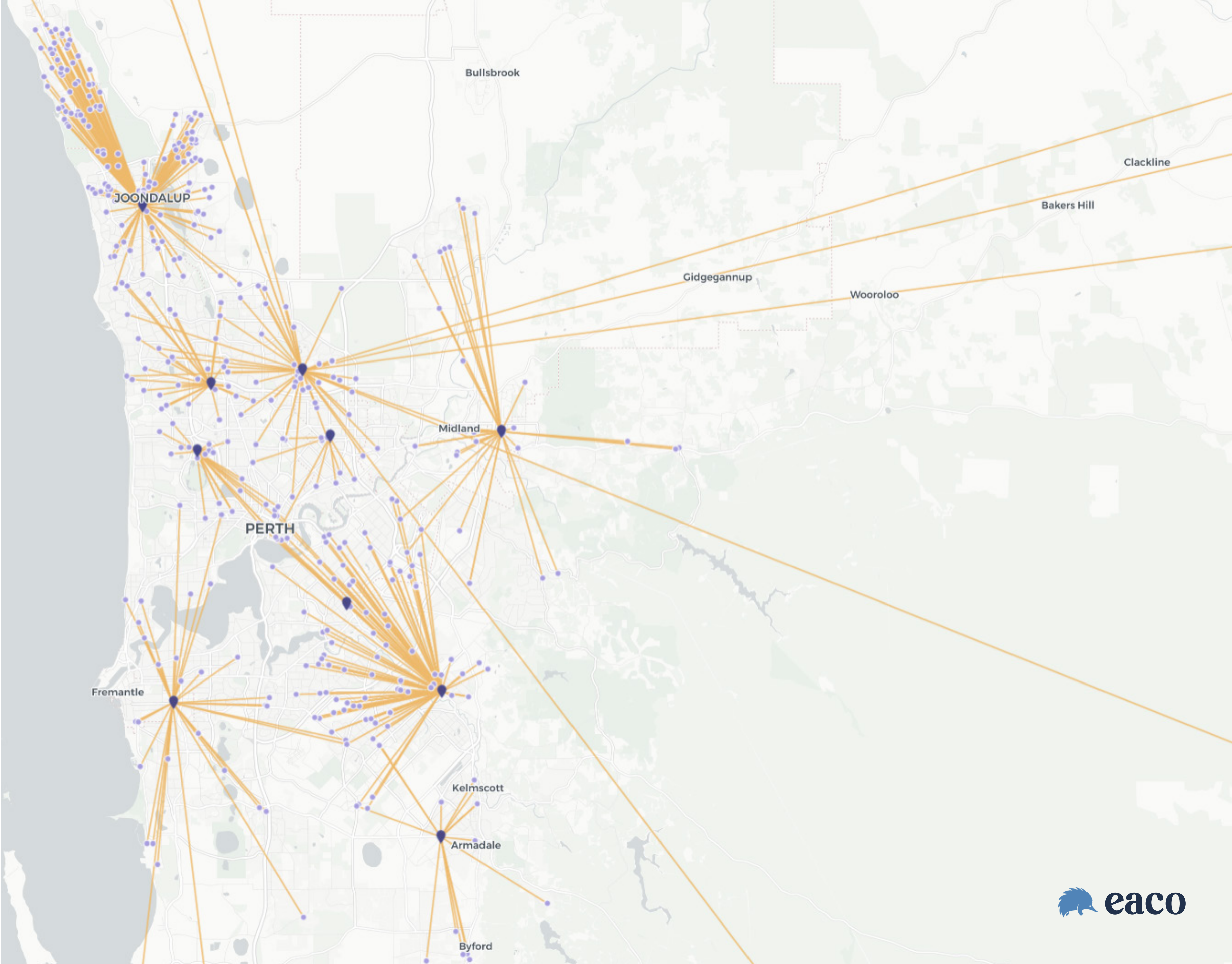
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Benefit to Eaco Client

Through a sophisticated process of mapping, ordering and rostering all available work is captured and allocated to the available resource. All data is readily available and process mapping can be changed by the operator as circumstances change

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Supporting Data



Why is eaco right for your business?

**It's not just about
the value of
eaco, it's about
the value eaco
can add to your
business**

Start the conversation

Don't miss this opportunity to get a head-start in what
could be a game-changer for your business.

Contact

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