

CASE STUDY · FURNITURE MANUFACTURING

Cutting Market Feedback from Months to Minutes

Handheld barcode data collection for a major East Coast furniture manufacturer

The Challenge

One of the largest furniture manufacturers in America hosts the bi-annual East Coast Furniture Market, drawing retail buyers into a 10,000 square foot showroom to select items for purchase. Associates escorted customers through the floor, then reported back to managers verbally on which pieces drew interest. Those conversations became handwritten notes — and those notes determined what the company manufactured and displayed at the next show.

It worked, but it was slow. Compiling item popularity from a nationwide group of sales reps could take one to two months — long enough that production decisions were being made on stale information.

The Solution

TSS designed and implemented a handheld barcode data collection system built around how the showroom floor actually works. Complete item data — stock numbers, serial numbers and pricing — is downloaded from the host system and stored directly on the handheld scanner.

On the floor, an associate scans an item, enters a quantity, and prints a report. Item details surface instantly on the handheld, so the associate can give the buyer an on-the-spot report and price quote without leaving the customer's side.

"It's easier for our sales reps to read notes and get quick feedback to the customer — but the most important thing is getting feedback on what was popular in that market. Before, it took a month or two to get information from the sales reps."

INFORMATION SYSTEMS PROJECT MANAGER

The Result

Months → Minutes

Market feedback reaches managers as the show runs, not weeks after it ends.

15–20

Associates working the floor, each saving time on every customer interaction.

On the spot

Reports and price quotes delivered without leaving the buyer's side.

"It's personal, and TSS wants everything to be right."

"Technology Services & Solutions did a really good job."

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