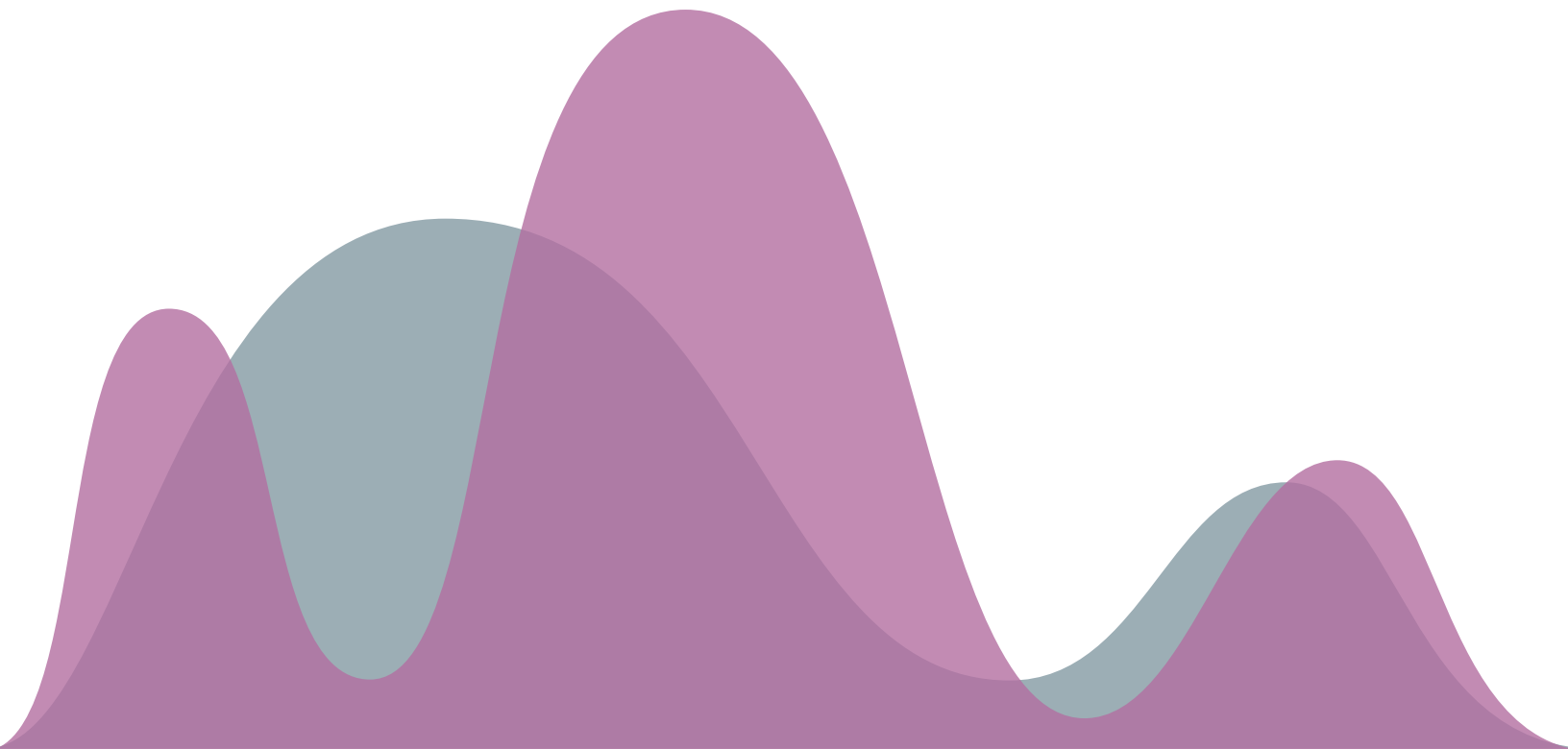


CASE STUDY

GALAXY DRAPERIES

How a Mobile App Helped Reps Spend
Less Time on Busywork and More Time Selling



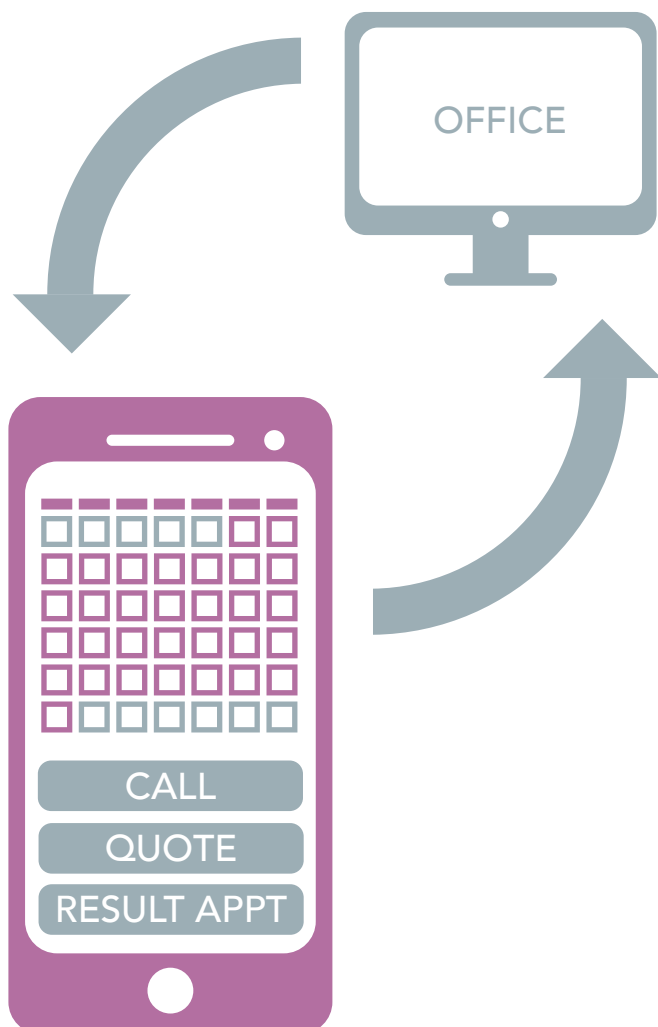


ROAD WARRIORS GOING MOBILE

It is vital for home improvement companies to give their staff the right tools so they can better do their jobs. From sales reps to project managers and installers, they must have access to resources and vital information while out in the field to be more effective and efficient.

David Baker, Director of Operations for Galaxy Draperies in Chatsworth, California, was painfully aware of the need for mobile tools for his team. They utilize a powerful CRM and business management system in the office but there was no way for reps to access schedules, contacts, photos or notes while away. "We provided our sales team with iPads, but it can be tricky to navigate a web browser to edit and update records or access appointments," said Baker.

With the release of the improveit 360 Go mobile app, Galaxy Draperies had exactly what they needed for their team. "Right now, we have roughly twelve people using the mobile app in the field. Seven sales people and five installers. The mobile app gives me confidence that my staff in the field always has the most up-to-date information regarding their appointments. We have also had an issue getting our sales people to 'result' their appointments in a timely manner. With the mobile app, they have no excuse why they are not giving us the result of the appointment right away. We now have real-time metrics of sales performance on a daily basis," stated Baker.



ROLE-SPECIFIC & EASY TO USE

The improveit 360 Go mobile app works on his team's Apple and Android devices. He had his team up and running in no time. "We hardly trained our sales staff on how to use the app. During one of our sales meetings, we had everyone download it and log in. Once in, we had everyone play around with it. Within 10 minutes they had learned how to result appointments, take pictures, call their leads, and check their schedule. The app is easy to use and very intuitive because it is focused on specific, individual roles," said Baker.

For a window treatment company, photos are an important part of the sales and installation processes. "We love having the ability to take a picture from within the app and have it automatically upload and attach to the client's record in improveit 360. We take lots of pictures and, now, with photos associated with the correct client everyone can access them at any time," added David Baker.



ALL THE FEATURES REPS NEED TO SELL... IN 1 PLACE

The improveit 360 Go mobile app makes Baker's team more effective and efficient by providing data and resources in the field. His staff can see their personal calendars and can schedule appointments on their phone or tablet and are updated if the office makes changes. This sync happens automatically even when they're on the road. "It is critical for our sales people and installers to have up to the date schedules on their calendar in case one of their appointments cancels or reschedules during the day," said Baker.

They have the ability to create quotes for the homeowner and it automatically syncs the quote to the client's record back in the office. "It is our mission to quote every job on the spot if possible and the mobile tool makes it easy for our sales people to do so," stated Baker. The "Search Nearby" feature lets sales reps see unsold prospects in the area, past sales for references, and they see where current projects are within a particular neighborhood.

The mobile app provides valuable, real-time data to field reps so they spend less time on busywork and more time selling. "improveit 360 has designed a product that naturally fits the sales and fulfillment process of home improvement companies. The mobile app is a powerful tool for sales people who are out of the office, selling most of the time. They have great customer service and resources available for the non-tech savvy user, like a lot of us!" said Baker.

ABOUT GALAXY DRAPERIES

Galaxy Draperies is a family owned and operated business offering custom window treatments throughout Los Angeles and the San Fernando Valley, in California, for more than 40 years. Their team of experienced designers are all trained in interior design and work passionately with their clients to produce custom window treatments that suit their unique design style and aesthetic. All of their custom window treatments are manufactured locally in their Chatsworth facility.

ABOUT IMPROVEIT 360

improveit 360 is the only business management platform designed to eliminate chaos, lower costs and increase profit. With improveit 360, home pros generate and close more deals by automatically nurturing leads until they buy, track all customer interactions, and manage leads, sales, and projects from one central location. With best-in-class dashboards and reports, owners get a 360 degree view of their operation for better decision-making. This powerful system is web-based with no software to install or upgrade. The mobile apps give your team remote access to vital information on a smartphone, laptop or tablet.