

e-Xact

The No.1 product information service for Suppliers of Building Materials.

Your products can be viewed in over 3000 merchant branches, including the major national and leading independent Builders' Merchants.

- Available 24/7, 52 weeks of the year
- A great value web-based PR service - send unlimited news items for publication on the e-Xact website - free for e-Xact subscribers
- Free editorial in e-mail newsletters
- Used on websites, at head office and at point of sale
- Fully searchable product information and document databases
- No more 'customised' spreadsheets - a 'one-stop-shop' for all your customers' data requirements
- The key to successful electronic trading

If you are a supplier of building materials or a builders merchant who would like to find out what e-Xact can do for you, call [01753 501000](tel:01753 501000) or e-mail info@coins-global.com to arrange a demonstration or receive an information pack.

Business Problem

In 2014, Kohler Mira's management team sat down with their COINS account manager to review their use of e-Xact Online, the COINS data portal system. A main concern was why they were still receiving so many product data requests from builders' merchants when they were already listing Kohler Mira product on e-Xact. The account manager asked them the following questions:

1. Do you provide all the product information that your merchant customers require on the COINS data portal?
2. Do your staff and your merchant customers know about your product listings on the COINS data portal?
3. When requests come in, do you remind your staff and merchant customers that your product data is on the COINS data portal?

For each of these questions, the answer was 'No'. Providing product data multiple times on a continuous basis was becoming a very time consuming task. It also resulted in duplicate data being stored within the systems of the builder merchants, which also led to inaccurate or outdated information.

Background

Founded in 1921, Kohler Mira are market-leaders in the UK showering industry. Owned by global kitchen and bathroom manufacturer, Kohler Co., Kohler Mira is made up of 3 market-leading brands: Mira Showers, Rada and Kohler UK. Leading consumer brand, Mira Showers, is the UK's number 1 showering manufacturer. The brand designs and manufactures bathroom products in the UK, with a genuine commitment to UK manufacturing and engineering. By producing showers that constantly go above and beyond traditional showering, they have set a benchmark for quality that few can claim to match.

The Kohler Mira team are constantly designing new and innovative products, supported by a strong investment in research and development. Every product focuses on a specific consumer need, in order to enhance the user's everyday showering experience. When it comes to testing their showers, they really put them through their paces. Every single shower undergoes a rigorous set of tests including a pressure test, to make sure there are no leaks, and a check against its production specification.

Even in the simplest of showers, there's a whole host of complex technology on the inside. But on the outside, they design every product to be easy to choose, easy to use and easy to fit. So, while Kohler Mira concentrate on the technical side, the consumer can relax and enjoy the perfect shower, every time.

According to Megan Haines of Kohler Mira: 'With over 500 products in the range, it becomes a very tedious task having to provide updates of product information on a continuous basis. Additionally, when different departments within a builder's merchant require the same information at different intervals, the task of collating product data can become very time consuming. This can also lead to duplicate information being stored in merchant systems. The consequence of this can be that incorrect data is displayed on merchant websites. This is due to different departments having product data at different intervals and unable to identify the latest update. At certain times, the Kohler Mira team receives about 10 spreadsheets from merchants to fill in product data.'

Solution

At that 2014 meeting held between Kohler Mira and COINS, several important decisions were made to ensure all product data was listed on the COINS e-Xact Online data portal, and that everyone knows where to find it.

1. Appointment of a lead project manager to collect and collate all product data. The collected data was to be listed on the COINS data portal.
2. Once the data was on the COINS system, inform all staff internally about the listing of Kohler product data on the COINS system.

3. Also once the data was on the COINS system, inform all merchants listed on COINS that Kohler data could be accessed through the COINS data portal.
4. All data requests received internally within Kohler Mira were to be directed to COINS.

The COINS e-Xact Online data portal is a powerful and comprehensive hub that provides builder's merchants with supplier product data in one single database. The data portal has over 220,000 building-related products. High on functionality, e-Xact Online takes a managed database approach to the information it receives, meaning that the source data (such as technical data sheets, product descriptions, etc.) submitted by suppliers is automatically processed, validated and restructured into a managed database. This information is then published in a standard format regardless of its original arrangement. e-Xact Online works on the principle that it is more economical for information to be manipulated once (by e-Xact Online) than several times over by each user of the data.

Benefits of the e-Xact Solution

The success of this project implementation can be seen by comparing usage statistics of Kohler Mira's e-Xact usage from 2014, prior to the project, with data from 2015 and 2016. The chart below shows how many times a merchant has visited the website, viewed products or downloaded Kohler Mira product data or catalogues over time.

Supplier Statistics for Kohler Mira

1st January 2014 – 31st December 2014 (Prior to the project being implemented)

Merchant Name	Catalogue Downloaded	Products Selected	Subcategories Selected	Supplier Visited	Images Viewed
Bradfords Building Supplies	0	5	4	4	0
BSS Group PLC	0	0	4	1	0
Buildbase Images	0	0	0	0	5741
Buildbase Ltd	1	6	60	4	0
Buildbase Trade Portal Images	0	0	0	0	4
Coins Prospects	1	8	18	4	0
Jewson Ltd	3	42	224	40	0
John A Stephens Ltd	0	0	0	4	0
Kohler Mira UK	0	0	10	3	0
Subtotals	5	61	320	60	5745

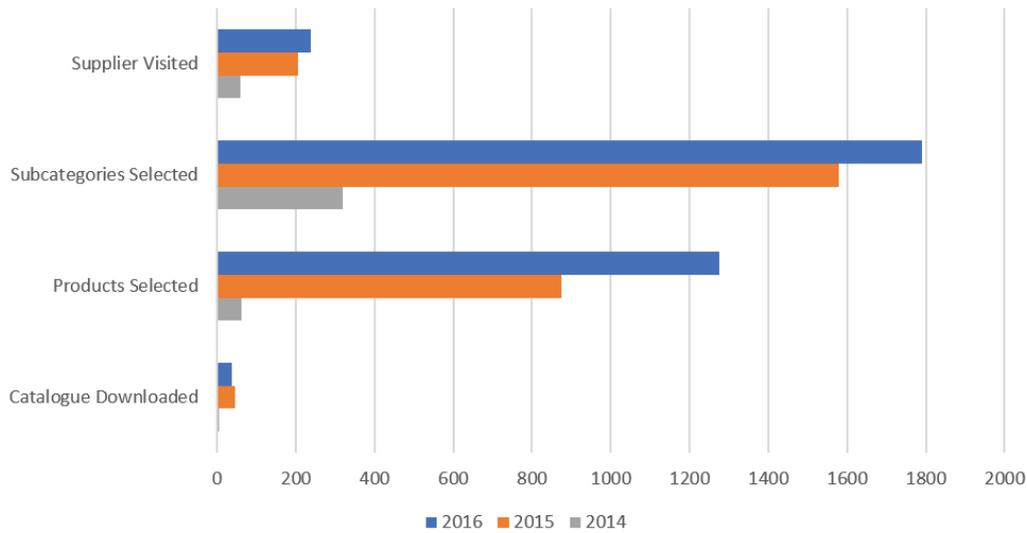
1st January 2015 – 31st December 2015 (The year the project was implemented and data went live on the COINS portal)

Merchant Name	Catalogue Downloaded	Products Selected	SubCategorys Selected	Supplier Visited	Images Viewed
Buildbase Images	0	0	0	0	185
Buildbase Ltd	0	2	3	1	0
Coins Prospects	7	27	76	17	0
Grahams Plumbers' Merchant	10	7	97	62	0
Jewson Ltd	11	143	457	27	0
Kohler Mira UK	6	28	216	32	0
Travis Perkins Trading Company	13	668	729	66	0
Subtotals	47	875	1578	205	185

1st January 2016 – 31st December 2016

Merchant Name	Catalogue Downloaded	Products Selected	SubCategorys Selected	Supplier Visited
Buildbase Ltd	0	2	6	8
Grafton Group	26	28	60	22
Grahams Plumbers' Merchant	0	6	52	56
Howarth Timber	0	0	0	1
Jewson Ltd	3	10	33	33
Kohler Mira UK	2	17	124	25
Ridgeons Ltd	0	231	432	26
Travis Perkins Trading Company	6	981	1078	66
Subtotals	37	1275	1791	237

Improvement Since Project Launch



Additional benefits to Kohler Mira

Time / Cost Savings: Providing data to one single source reduces the time and cost involved in providing information multiple times to different merchants and individuals.

Reduction in Resource time: Avoiding the need to provide individual attention and data every time a request comes through from a merchant.

Easy Format: Data is presented in Microsoft Excel spreadsheet format, so it is very straightforward and easy to use.

Structured and standard platform: The data portal service takes unstructured data from the supplier and structures it in an easy and standard format which can be used by the builder's merchant and the supplier/manufacturer.

Customer Training: COINS worked closely with Mira's key customers, training their staff so that they now have direct access to Kohler Mira data, saving much need to time when deadlines are pressing.

e-Xact Online Data Service is part of COINS

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