Kitchen appliances delivered on time, every time, anywhere in Australia

Kleenmaid

Operations, Logistics & Service Manager: Ray Dwyer
Location: Alexandria, New South Wales
Industry: Wholesale distribution: kitchen appliances

Empowering a rising phoenix

With origins dating back to 1985, Kleenmaid the brand is a phoenix rising from the ashes. After a financial collapse in 2009, Compass Capital Partners successfully acquired the Kleenmaid brand name, trademark and logo. Relaunching with nothing more than goodwill, Kleenmaid has become an Australian success story with a reputation for high quality European manufactured kitchen appliances. Now a rapidly growing organisation, Kleenmaid have built their new operations from the ground-up using JCurve's all-in-one, unified business management software.

Kleenmaid's needs

Real-time data intelligence to monitor business KPI's

Superior inventory management

Customer record management

eCommerce functionality

Mobility of the cloud

Ease of use

> "
> I've worked with other systems but JCurve's ability to transact, answer questions and problem solve anywhere, anytime is by far the easiest and most mature I've experienced.
> "

KLEENMAID
The best you can own

The JCurve solution

With a central head office based in Sydney and eight mobile sales reps covering the nation, real-time, cloud capability was essential to this born again business. After thoroughly investigating a MYOB cloud solution, Kleenmaid became aware of JCurve. A detailed discovery session with JCurve immediately gave Kleenmaid the confidence that investing in JCurve would help them kick start their new beginning for the business.

When Ray saw the capacity of the system, how JCurve could power their plans for growth and learned that it's built on the number one enterprise cloud ERP solution, NetSuite, the decision to choose JCurve became an easy one. "Redundant systems with data lags, updates and delays were never going to be good enough for the plans we had for Kleenmaid. We needed a system like JCurve to be as agile and responsive as our own business."

Using JCurve's comprehensive implementation and training package to customise and adapt the system to their specific business needs, Kleenmaid took the opportunity to get up close and personal with what would soon become the central hub of their operations. "It's like learning to drive, you just have to get in the car and do it. JCurve and their team of experts got us on the road to success without ever feeling like our safety belts were missing."
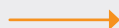
Empowered growth

As a born again "start-up", Kleenmaid built their business one distributor at a time using JCurve. It provided not only a process and framework for their operations, but also significantly improved their end user experience. As Ray explained, "With a brand name that had been through some hard times, we really needed to exceed peoples' expectations – and now with JCurve, we are."

A customised eCommerce platform forms the front-house of Kleenmaid's streamlined operations. The internet ordering portal enables distributors around Australia to place orders for customers straight into the JCurve back-end. Eliminating data transfers and duplications, it effectively makes every distributor a sales member of the Kleenmaid team. It also ensures that client information is captured accurately. Appliances are then either despatched directly the same day, or held for a consumer's preferred delivery date.

With a plethora of information presented in intelligent and meaningful dashboards and report at his fingertips, along with real-time order visibility and automatic notifications, Ray can drive the logistics of the business from any location. "I've worked with other systems but JCurve's ability to transact, answer questions and problem solve anywhere, anytime is by far the easiest and most mature I've experienced. Even better is that each user is able to create a unique dashboard that delivers the information required for their specific role – the customisable nature of the data on offer, and JCurve's in-built tools which make it easy to consume and understand, makes it an effective KPI driver for every team member."

With stock held in three states, the multi-site warehousing capability of JCurve is crucial to Kleenmaid's success. An order placed in the front end of Kleenmaid's website can be actioned instantly at head office, directed via the system to their 3PL provider, and picked and packed within 15 minutes. It's an efficiency that requires little to no user interaction and a seamless experience for the consumer. As Ray explains, the stock management system "not only shows me the location of every display model in Australia, but reveals the assigned and unassigned stock in every warehouse location. But its JCurve's ability to effectively calculate the inventory required to maintain stock at our prescribed minimum and maximum levels based on a number of variables that is truly outstanding."

"JCurve has been delivering a real return on our investment. It eliminates the guesswork, replaces it with real-time data, and powers an exceptionally streamlined ordering and fulfilment system. Ultimately, that gives us time to focus on growing our brand again and delivering exceptional customer service."

Efficiency with JCurve

kleenmaid.com.au — Order placed → Kleenmaid warehouse → Goods picked and packed = 15 mins