



A construction industry case study

CLEVVA digital co-workers help sales staff offer onsite technical support

The Southern African distributor of the largest UK-based vinyl-flooring manufacturer requires sales teams to be capable of offering highly technical advice to architects, builders and flooring contractors. This advice needs to be offered across more than a thousand SKUs, ranging from heterogenous, homogenous, LVT and rubberised flooring ranges to vinyl wall- and floor-protection ranges.

The Company therefore needs a cost-effective way to scale the deep expertise possessed by only a few core staff.

The challenge

A wide range of technical requirements must be considered before proposing a flooring solution.

- The Sales teams were not only required to have a deep technical understanding of every product offered, but were also expected to understand the technical requirements of both architects and the industries in which their products are used.
- These include hygiene and patient requirements in health facilities, design and functional requirements in hospitality venues and learner-safety requirements in educational facilities.
- New sales people took more than two years to learn all the technicalities before they were fully capable of having client conversations without expert

A wide range of technical factors can impact a successful installation.

- Staff struggled to physically carry large, cumbersome There are many reasons why an installation may fail, but few staff had sufficient onsite experience to perform an accurate risk assessment.
- Where on-site sales teams weren't technical enough, the business had to sponsor multiple visits to the same site by different experts. Sites that weren't visited were left at risk.
- If there was an installation failure, the Company needed assessment paperwork to prove that they had performed a detailed site assessment and had highlighted the risks. Without these records, they could be

The requirement

- + Enable all sales staff to perform a detailed needs assessment to ensure all the specific needs relating to an environment is fully understood before a solution is proposed and selected
- + Guide the operational team through the relevant internal order-fulfillment processes to ensure the order is delivered as required
- + Enable the sales staff to perform a detailed site assessment once the order has been delivered, to ensure all the key risks are assessed and any relevant recommendations are made prior to installation
- + Enable sales to fully understand each customer's specific needs and to work out which of the thousands of product possibilities is the best solution
- + Assist the distribution team, once the order has been dispatched, to co-ordinate their efforts with the client, in line with delivery processes, to ensure the solution is delivered to the right site at the right time
- Reduce installation risk by offering technical advice and support to contractors so they can resolve on-site technical issues before they become too large



The solution

A vinyl flooring CLEVVA Digital Co-worker was built by an internal team of CLEVVA-trained automation engineers, in partnership with assigned product and technical experts.

The CLEVVA Digital Co-worker was integrated with the CRM to help staff navigate all decisions and actions in line with key accounts and in a consistent and compliant way.

Internal staff not linked to the CRM were given access via the company intranet, to ensure that everyone in the Company was empowered to perform like an expert.

Key clients and suppliers were also offered access, via a CLEVVA Digital Specialist, to a seamless self-service customer journey.

The results

-  New sales staff can engage with architects to effectively diagnose needs and recommend products within just one month of onboarding, instead of two years. Staff are also no longer hired based on previous flooring experience, but rather on their sales capability.
-  Sales staff can perform detailed site assessments without needing technical training. Fewer technical staff are required, and they can focus on resolving issues rather than simply identifying them.
-  A detailed site report is sent to the client, including highlighted risks and recommendations. This provides an early warning about potential installation problems.
-  The management team can see a report per site and per flooring contractor, illustrating any trends to be proactively addressed.
-  Key clients can access the CLEVVA Digital Specialist to perform site assessments without an on-site company representative.
-  All internal processes are guided by CLEVVA Digital Co-workers, reducing errors and improving both compliance and consistency.

The benefits

CLEVVA's digital workers have enabled the Company to maximise their sales staff by

- handling the entire product offering, without specialist training
- enabling them to play a critical technical role, including first-line support, without the escalated costs of providing separate technical teams.

The competition is forced to have specialist sales and technical teams but CLEVVA enables this company to ensure its staff can perform all functions consistently and confidently with less training and support.