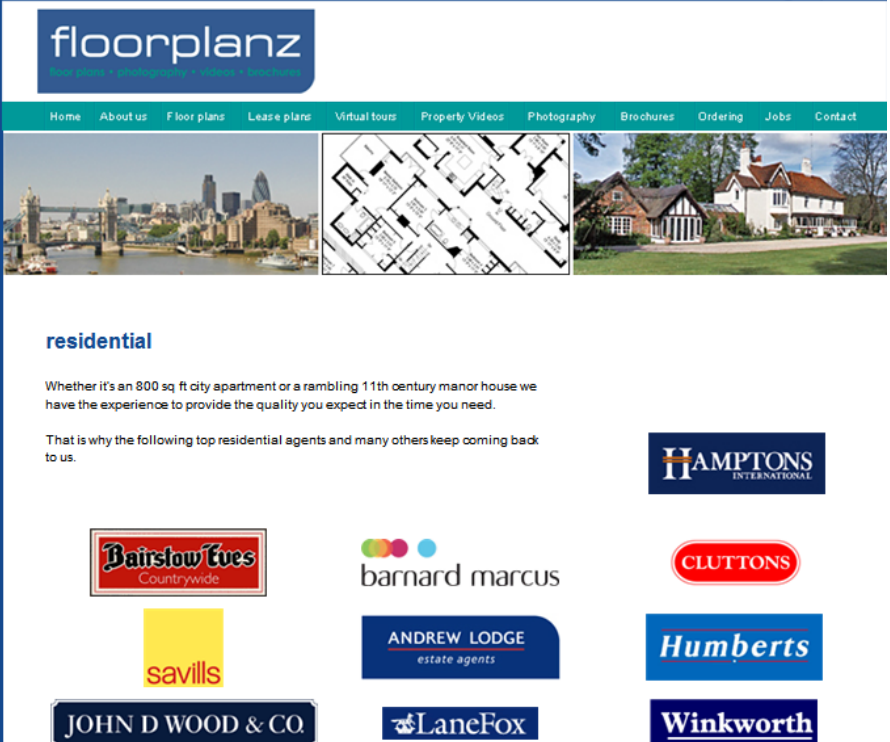


# Floorplanz - Business Innovation Award



Just a few of Floorplanz clients.

<p>1) What significant product or process innovations have you introduced in the last three years that has had a positive impact on your business?</p>	<p>Lyn's dynamic company (<a href="http://www.floorplanz.co.uk">www.floorplanz.co.uk</a>) provides floor plans and other electronic content to help agents market properties. It has transformed in three years to take a paper and fax-based workflow, analyse it and implement a national and international i-business model. This has speeded client service, increasing the number of clients and jobs per client and hence raising sales revenues.</p>
<p>2) How has your business differentiated itself from competitors through use of technical, operational or marketing innovations?</p>	<p>Sheer professionalism allows Floorplanz to compete in a marketplace with larger, more highly capitalised players by using the internet to complement their excellent personal service. They survive the cycles in the property market by employing a flexible workforce (presently 60) of subcontractors to do the home visits nationwide. Floorplanz outsource the CAD (hundreds of jobs per week, now) work involved in Sri Lanka which is faster with the time difference and a factor of ten cheaper.</p>
<p>3) What can the business do today that it couldn't do before? The business can process more work with less staff and the quality levels and workflow alerts keep jobs on track.</p>	<p>Clients can access their work by the client portal at <a href="http://agents.floorplanz.co.uk">agents.floorplanz.co.uk</a>. They can order work and download photos and plans to market the properties. Staff and "Operators" (subcontractor surveyors) work within the quality constraints of the <a href="http://crm.floorplanz.co.uk">crm.floorplanz.co.uk</a> portal. Thus it is a truly internet business with</p> <ul style="list-style-type: none"> <li>- unlimited flexibility to deal with up and down cycles and no geographical limits</li> <li>- management reporting on all aspects of operations.</li> <li>- much quicker client service</li> <li>- less staff for the same output</li> </ul>

	and too many other functions to mention here.
4) What benefits has the company gained from your focus on creativity and new ideas within your business development strategy?	<p>Floorplanz had to innovate to survive and have, indeed prospered moving into much larger offices in June this year. They have control over the workflow and staff and client behaviour.</p> <p>The automatic emails using Trigaware to thank clients for orders, send job sheets to operators, confirm appointments and warn of quality outliers has allowed an admin person to perform productive client work. It also reduces the number of interrupt calls to the office and the resulting admin overhead.</p>
5) What was the measurable ROI and competitive advantages generated by this project?	<p>Less people for more jobs.  Immediate management reports.  Faster client service</p> <p>Just a small example: the client portal encourages the agents to buy other services in addition to their traditional ones. This increments sales and increases the product portfolio.  All this for an IT budget of about £50k over the last three years.</p>
6) How have you developed a culture of innovation and creativity within your organisation, and has this had beneficial results?	<p>The staff and clients are actively involved in the evolution of new systems and work practices. There is a tangibly more IT literate workforce through training and hiring.</p> <p>There is a huge list of enhancements that have come from the people using the system. Many have created leaps in productivity – not just a few percentage points.</p>
7) Have you achieved a quantum leap in turnover and/or profit through innovation or invention?	Yes. The company is twice the size that it was two years ago.
8) What is the future strategy for maintaining dynamism within your business?	The future strategy is to increment the system with enhancements to the portals and add facilities demanded by their populations of users: clients for the client portal and staff and subcontractors for their application areas. Constant evolution rather than revolution is the policy although new ideas are often tried.
9) Has innovation allowed the business to break into unforeseen new markets or diversify through horizontal or vertical integration?	It has and it will. For example, the buying history and profiling of the clients in the CRM will allow direct, targeted launches of new products. Likewise, new market audiences can be fed through the same workflow system. For example, when the licensing laws changed, pubs and clubs became a marketing target.