

## Delighting Customers with Seamless Multi-Channel Service: How one UK Retail Giant went from a Retail to Service Led Business with the help of an End-to-End Software Solution

### halfords

Halfords is the UK's leading provider of motoring and cycling products and services. Customers shop at 404 Halfords stores, 3 Performance Cycling stores (trading as Tredz and Giant), 374 garages (trading as Halfords Autocentres, McConechy's and Universal), 185 commercial vans (McConechy's and Universal) and 136 mobile service vans (trading as Halfords Mobile Expert and Tyres on the Drive). Customers can also shop at halfords.com and tredz.co.uk for pick up at their local store or direct home delivery, as well as booking garage services online at halfords.com.

#### CUSTOMER QUICK FACTS

**Company:** Halfords

**Industry:** Automotive Retail

**Size:** 10,000+ employees

**Headquarters:** Redditch, UK

**Website:** [www.halfords.com](http://www.halfords.com)

#### THE PROBLEM

Historically the Halfords business was known for their retail bike business and, more recently, their automotive services business. In the 2000s, Halfords recognized that customers want more than just the product on the shelf. Halfords wanted to inspire their customers through a differentiated, super-specialist shopping experience and support customers through an integrated, unique, and more convenient service offer.

Halfords had a vision to wow customers across their service delivery estate. In 2017, Halfords went to market looking for a technology solution that would help them deliver a seamless brand experience from stores to garages to mobile services. They could not find a solution that gave them the ability to provide customers a unique and continuous service experience. Garage management solutions were focused heavily on layouts and basic calendar scheduling. eCommerce solutions focused on product and payment. Field service solutions focused on technicians and assets.





## THE SOLUTION

# Avayler Hub

Since Halfords could not find a suitable service solution in market, they decided to build one in-house. The team set out to create an end-to-end service solution that would seamlessly manage Halfords' Autocentres, allowing customers to book services, managers to organize their centers, and technicians to complete jobs transparently and quickly. The resulting product, Avayler Hub, does all this and more. With streamlined, automated processes and intelligent scheduling, Halfords can now offer more appointments a day, which increases revenues. Customers get a 360-degree view of their service, from booking online and receiving an automated quote to being able to view the actions and outcomes of their vehicle service. Moreover, seamless integration with suppliers helps ensure the right stock is ordered and reduces stock shrinkage.

“Avayler Hub has transformed Autocentres here at Halfords. It has allowed us to deliver more to our customers and earn their trust over and over. As a result, we have increased our customer satisfaction scores, increased our service offering, reduced costs, and increased margins. It is a powerful service platform.”

JOHN BRAMLEY, OPERATIONS DIRECTOR  
HALFORDS AUTOCENTRES



## THE SOLUTION

# Avayler Mobile

In addition to Avayler Hub, Halfords also needed a solution that would help them expand their mobile services and offer a seamless experience to their customers, on their drives, at work, or wherever they needed tires or a vehicle service. In 2020, Halfords purchased a mobile tire fitting business and its internal mobile workforce management software for Halford's Mobile Experts. This solution allows Halfords to manage its fleet of nearly 200 vans in their quest to delight customers by bringing mobile automotive services directly to them.

Customers are at the heart of Avayler Mobile as well. The product allows Halfords to offer easy online booking for their customers. Seamless integration with the supply chain finds the relevant products and parts. Intelligent algorithms use their location and service details to find the best time slots based on availability. Slots are intelligently priced to optimize availability and increase service margin. Orders are sent directly to technicians' devices, giving them all the information needed to complete a job. Routing optimization helps technicians get to their jobs faster, making their customers happier and ensuring they can complete more jobs a day.



“Avayler Mobile is a true end-to-end solution for our mobile services. It integrates with our other systems, so we always have a 360-degree view of what we deliver to our customers, when, and how. Our customers love our mobile services, and our TrustPilot scores and reviews demonstrate this. Avayler Mobile enables our brilliant colleagues to provide that unique service experience.”

KARL BAKER, OPERATIONAL DIRECTOR  
HALFORDS MOBILE EXPERTS

## THE BENEFITS

The combined solution of Avayler Mobile and Avayler Hub now enables 70,000 services a week across the UK, earning Halfords Mobile Experts a 4.85 TrustPilot score and helping contribute to Halford's rapid growth.

Halfords has benefitted from increased service revenue, increased job productivity, and increased customer satisfaction across the business. Additionally, the end-to-end solution has supported Halford's sustainability mission, optimizing routes and minimizing travel, reducing carbon emissions across the company.

One of the most significant future benefits Halfords expects to achieve with Avayler is the ability to manage future growth without big back office or customer support spend. The end-to-end solution allows Halfords to handle rapid growth and additional service offerings without more investment, which is expected to continue. Additionally, Halfords will use Avayler to continue to offer a unique service offering in the market and help them achieve their sustainability commitments.

**+70%**

**in job productivity**

**+200%**

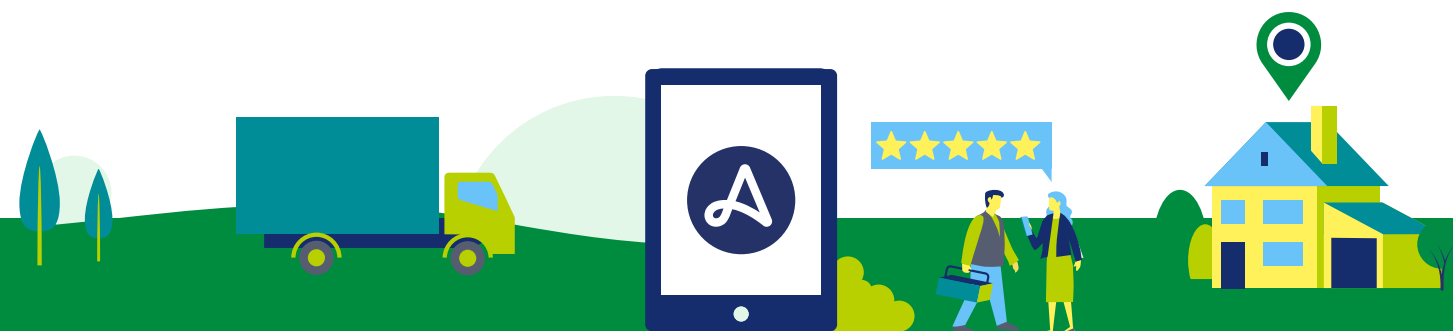
**in utilization**

**-30%**

**calls to customer support**

**+20**

**points on TrustPilot**



**Your customers demand better. Isn't it time you delivered?**

Be the difference with Avayler.

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