

## Fuqua Homes

### Web-Based Order Management System Centralizes Home Builder's Buyer Options Dealers of Off-Site Homes get Unprecedented Sales Tools

#### The Client

Fuqua Homes is a major builder of homes built off-site and marketed through a network of independent dealers.

#### Challenges

- Fuqua's product line was complex and confusing, offering many optional features.
- Each home required detailed specifications that were designed through a lengthy manual process, one that resulted in errors and lost sales.
- Dealers weren't able to train their sales representatives effectively.
- Communication of changes between buyers, dealers and Fuqua's various departments was belabored and untimely.
- There was no clear policy on the pricing of buyers' special requests.

#### Solutions

- ICI mapped the flow of order information through the company. It was discovered that several departments (Engineering, Manufacturing, Sales and Finance) each owned a part of the order management process, and they were often not communicating well.
- ICI built a database to track customer options, and then created a secure point-and-click interface to facilitate the selection process for both dealers and buyers.
- The system design is user-friendly and comprehensive, utilizing the Internet in a way that is completely invisible to the user.

#### Results

- Fuqua's sales cycle is now much shorter, allowing for increased sales.
- Management time spent on researching and resolving errors is greatly reduced, allowing for greater productivity and better communication.
- Dealers now present the most up-to-date and accurate information to potential buyers.
- Dealers access an online catalog to up-sell optional features, making training of sales reps easier and more consistent.