LBM: The Mobile Advantage

Tapping the power of mobile technology to grow your business
What’s Inside...

LBM and Mobile Technology—A Perfect Fit .......................... 3
Mobile Technology—Critical for LBM Businesses .................. 4
Where Mobile Meets LBM .............................................. 5
Mobile Serves Customers ............................................... 6
Mobile Drives Revenue .................................................. 7
Mobile Streamlines Operations ....................................... 9
The Epicor Advantage—Seamlessly Integrated Mobility .......... 10
LBM and Mobile Technology—A Perfect Fit

As mobile technology becomes more prevalent in our day-to-day lives, it grows in importance for those aiming to run a successful business.

In some ways, the lumber and building materials (LBM) industry has been an early adopter of mobile. Often, sales are made in the yard, in the aisles of a store or at a customer jobsite, and not at a traditional point of sale terminal. The early mobile tools may not have been sophisticated, but at least the industry was out there with its customers.

Now, as mobile devices and apps become commonplace—and as Boomers and Gen Xers among your customers and staff are joined in growing numbers by digitally savvy Millennials—LBM businesses need to take advantage of these tools or risk falling behind the competition.

With that in mind, this eBook was designed to look at the ways your LBM business can leverage mobile technologies to better serve customers, increase sales, become more efficient and productive, and—ultimately—grow.

Click here to learn how mobile applications have helped Alexander Lumber better equip their sales team with information in the field to improve sales.
Mobile Technology—Critical for LBM Businesses

64% of American adults now own smartphones. That number jumps to 85% for Millennials.

On average, sales via smartphones grew 87% year over year, while sales via tablets grew 52%.

There are more than 2,800 construction-focused apps in the Apple Store.


Click here for the informative ProSales article, “Why Apps Are the Hottest Trend in LBM Technology”
Where Mobile Meets LBM

Let’s look at the key areas where LBM businesses can benefit from mobile technology.

Delivery and dispatch—Efficiently managing delivery and pickup tasks can make or break your business. Whether it’s journey planning, delivery and pickup documentation, tracking vehicles and drivers, or keeping inventory status up-to-date, there are opportunities to streamline, simplify, and better manage these tasks.

In the field—When visiting prospects or customers, the activities of creating orders, checking inventory, and initiating purchases or transfers can be achieved more quickly and accurately with mobile tools. Your use of these powerful tools in front of customers and prospects also demonstrates your commitment to serving them.

In the yard, in the aisles—Helping customers understand and find what they need is easier when you have mobile access to stock levels, orders, and product information—there’s no need to go find a terminal to check inventory or product specifications. Getting sales started and completed while in the aisles or in the yard, can result in happier customers, more sales, and less pressure on your point of sale staff.

In the warehouse—Inventory tasks are easier and more efficient with mobile devices. They can be completed more rapidly to keep inventory information more accurate and up-to-date in your systems.

Click here to learn how mobile applications yield cost savings for Merkley Supply.
Mobile Serves Customers

When you use mobile technology tools to help customers, —you assist them more efficiently, accurately, and quickly, and you engage with them in ways they appreciate. That improved service can build loyalty.

**Accurate, up-to-date information**—Using mobile apps in the field or in the aisles means inventory and delivery information is up-to-date—proving advantageous for your entire staff. Customer inquiries can be met with fast, accurate answers, and decisions that affect customers—such as purchasing, stock transfers, delivery scheduling, etc.—are made with better information.

**Delivering satisfaction**—Mobile tools let you track and manage deliveries with greater precision based on the latest information. Journey planning and delivery manifests are more complete and accurate. Mobile delivery tracking tools can document deliveries—and pickups—with signatures, photos, and easy, accurate scanning capabilities—resulting in fewer disputes later on.

**Accurate prices**—Mobile tools also enable associates to change prices right in the aisles and even let them print new labels. That means price changes get rolled out more quickly, helping to avoid any customer confusion.

Find out how mobile tools help your sales teams, serve your customers, and boost your business.
Mobile Drives Revenue

Earlier, we introduced the idea that mobile tools can help outside sales reps achieve more when they’re visiting jobsites and other customer locations. The ability to instantly retrieve up-to-date information on products, inventories, purchase and sales orders, and more can help sales reps put orders together and promise realistic delivery dates.

Mobile payment collection apps are beneficial, as they help keep business relationships strong and moving forward by enabling sales reps to collect deposits and other payments. Keeping credit and payment cycles moving leads to more sales.

The same principles apply in the yard and the aisles. Mobile tools help associates initiate and complete more sales, more easily, and in ways that impress customers.

It’s also important to note that the greater efficiencies enabled by mobile tools help sales reps and floor associates complete tasks more quickly, and that translates into more sales calls—and more potential revenue—per day.

LBM dealers can offer branded mobile apps to satisfy a growing demand by customers to see their orders and check on their delivery status.

Click here to learn three ways mobile technology can help sales in this short 24-minute webcast.
“Mobile moments in the discover, explore, and buy stages of the customer journey drive customers toward transactions.”

Source: Forrester Research: Online Retailers: Focus on Serving Your Customers in Their Mobile Moments You Have Many Opportunities to Drive

In this video see how your sales team can be more productive on jobsites and better serve customers.
Mobile Streamlines Operations

Mobile technology presents a number of efficiency gains that have already been covered, but streamlining processes can improve your operations even further. Consider the following:

- When outside sales reps—or staff on the floor—answer customer questions on inventory, pricing, etc., they can use mobile apps instead of calling office staff. That saves the office staff time, enabling them to focus on key back-office tasks.
- When reps use mobile apps to accurately log deliveries and pickups, the drive-time calculations done by journey-planning software become more accurate, too—promoting better-optimized truck and driver usage.
- When reps or floor staff use mobile apps to scan and attach documents and photos, questions that come up later are resolved more quickly and easily, and are often avoided entirely.
- When floor staff save time and hassle by updating pricing on the spot, disruptive pricing issues are prevented—saving time.

Even more importantly, a steadily increasing portion of LBM staff members are just like your customers—comfortable with mobile technology and possessing the desire to use it in their day-to-day tasks. That makes for more efficient, more loyal team members.

Add in all the direct time savings from your staff’s ability to get more done, more quickly, with greater accuracy, and any investment in mobile technology should produce substantial returns.
The Epicor Advantage—Seamlessly Integrated Mobility

Epicor BisTrack™ software for LBM dealers and distributors offers a rapidly growing suite of mobility tools to complement its end-to-end business management capabilities.

Epicor focuses not just on selling technology, but also on helping its customers grow. In today’s LBM world, that requires a continuing, expanding commitment to mobile technologies, tools, and platforms.

At the center of these offerings is Epicor BisTrack Cloud, featuring extensive capabilities for:

- Outside and in-store sales
- Competitor pricing capture
- Order processing
- Inventory management—including label printing and stock transfers

Even more capabilities are being added regularly. In addition, Epicor offers a range of other mobile apps for:

- Proof of delivery
- Inventory counting
- Receiving
- Warehouse picking

BisTrack gives you the tools, and the entire Epicor team is dedicated to helping you use them. The result? Your LBM business makes more money, thrives amid competition, and grows.

Click here to explore Epicor BisTrack and our mobile solutions.
“The BisTrack Mobile Delivery app has been a huge win for us in two ways. First, whereas before it took up to four days for some branches to process delivery paperwork and invoice the order, now it takes at most, half a day. That helps with cash flow. Second,” having photos attached to the order has been a big time-saver in settling customer disputes. 

—David Archutick, CFO | Consolidated Gypsum and Roofing

“BisTrack Cloud gives our sales team instant access to key information in the field that sets them apart from our competitors and helps us offer our customers an enhanced level of service and information. We are confident that our continued use will result in increased sales opportunities and win rates. From an owner’s perspective, it’s a cutting-edge, powerful tool.”

—Bob Sanford, Owner | Sanford and Hawley
About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers’ unique business processes and operational requirements is built into every solution—in the cloud or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, connect with Epicor or visit www.epicor.com.