

# Lee's Home Center

## Home Improvement Supplies Retailer Builds Customer Satisfaction With Epicor Eagle N Series Software



### Company Facts

#### Overview

- ▶ Location—Millstadt, Illinois
- ▶ Industry—Hardware and home center
- ▶ Number of Employees—26
- ▶ Website—www.leeshomecenter.com
- ▶ Co-op—Do it Best

### Success Highlights

#### Challenges

- ▶ Increase overall efficiency
- ▶ Improve customer service

#### Solution

- ▶ Epicor® Eagle® N Series
- ▶ Epicor Eagle Service and Repair
- ▶ Epicor Dynamic Promotions

#### Benefits

- ▶ Reduced time spent on routine tasks thanks to intuitive interface
- ▶ Offered quick access to customer information for email marketing
- ▶ Allowed for easy repairs with no more searching through paper files
- ▶ Enabled simple promotions setup and tracking to boost store traffic and sales



Lee's Home Center is a full-service, 65,000 square foot home improvement retailer that has been selling hardware, paint, lumber, and garden supplies to homeowners, contractors, and businesses in the St. Louis, Missouri area since 1958. Lee's prides itself on using technology to better serve its customers and to stay ahead of the competition. Impressed by the state-of-the-art features in the Epicor Eagle N Series solution, Lee's IT Manager, Dan Vogel, elected to upgrade from the existing Eagle system.

### Easy transition to new functionality

"We implemented Eagle N Series in order to take advantage of the new interface and benefits it brings to our store—today and into the future," said Vogel. "The user interface is clean, intuitive, and has the Microsoft® Office® look and feel, which is familiar to our employees. Switching to Eagle N Series is smooth and causes next to no disruption to daily operations—in part because you can customize terminal by terminal how much of the Eagle N Series functionality you want. You can gradually add the Eagle N Series functionality, which made the transition easier for our team. We haven't hired anyone since going live, but I clearly see how much faster it would be to train a new employee."

"There are many features that are practical and simply improve our productivity. One appreciated enhancement is the ability to quickly scroll through Viewer grids by using the mouse scroll wheel," Vogel continued. "Another is the new ribbon—allowing us to add our most used functions to the Favorites section, so that it's one click to get to frequently accessed screens instead of several. It's also faster to find information with the new bold headings with logically grouped options listed below in the 'Go To' menus. We also appreciate that we have direct access to analytics from within Inventory, Vendor, and Customer Maintenance tabs. It's just a click and we see the charts, graphs, and data we need."

**“Over the years, Epicor has played a huge role in how we run our business. We absolutely rely on our Eagle system every day. We couldn't run our business without it. I say that Eagle is like a reliable employee that's always there and never quits.”**

Dan Vogel, IT Manager | Lee's Home Center

### **Customer information in one spot**

Perhaps the most significant benefit that Eagle N Series brought to Lee's Home Center is having customer information entered and stored in one location.

“Having customer email information in one area saves time and makes it very easy for us to export email addresses for marketing using the new Contacts Viewer. Email marketing is by far the best benefit that we are seeing with Eagle N Series,” Vogel revealed.

“I think all retailers should switch to Eagle N Series as soon as they can,” he continued. “It's an easy migration and allows you to gain benefits from day one. Just do it. Over the years, Epicor has played a huge role in how we run our business. We absolutely rely on our Eagle system every day. We couldn't run our business without it. I say that Eagle is like a reliable employee that's always there and never quits. The new Eagle N Series continues that long tradition.”

### **More efficient promotions**

Epicor Dynamic Promotions software gives businesses an intuitive wizard to easily set up and track promotions—boosting store traffic and sales with more compelling promotions.

“The Epicor Dynamic Promotions tool definitely makes running our promotions easier both during and after a sale,” said Vogel. “Each year we have an annual sale event—customers must be loyalty members to participate in the special sale to receive 25 percent off of their total purchase—returned as a Lee's Home Center gift card. Our most recent sale was a tremendous success. Because we are able to ring up customers smoothly and enable quick special orders more efficiently with the Eagle N Series system—thus ringing up more customers during the limited three-hour timeframe of the sale—we sold more. Our sale this year resulted in \$114,142—our best year yet.”

### **Improvements to repair service operations**

Lee's Home Center wanted to improve its repair service operations with more accurate tracking than its manual, paper-based system could provide. For both in-house window and screen repairs and outsourced small tool repairs, Lee's now has readily available status information, because they implemented the Epicor Eagle Service and Repair module to help.

Before using the Service and Repair module, Lee's window and screen repairs were entered into the Epicor Eagle system using the freehand notes section to record details. Small tool repairs were entered on a paper form. Both processes left room for error.

“It was a challenge to get employees to enter all the information we needed. It was inaccurate with too much missing information,” said Vogel. “Now, the software guides our clerks through the service order process—capturing critical information like tool brand, model, and serial number. They are producing service tickets that are 80 percent more accurate than before. It has been an enormous improvement.”

### **Improving customer service**

Another benefit is having customers' history saved in the system. “In the past, we'd have to retype our customers' information each time they came in,” recalled Vogel. “Now, we add our cash customers once, and we have their history. The next time they bring a screen to us for repair, their information is already there. It saves us time, and shows our customers that we know them. Our customers like the improved service.”

### **Repairs are easy**

Lee's also uses the Service and Repair module to better track repair status. “Having all the information in the system helps us answer customer questions faster,” stated Vogel. “It's easy to look up repair status at any computer terminal. If a customer calls wondering if they'll get their tool by the weekend, we can pull up their service order, see where the tool is, and quickly make a call to the outsourced repair center to find out when we'll receive it. We don't have to go to a paper file in the back. It saves a lot of time.”

From more accurate service tickets to easier status tracking, Lee's has realized significant benefits from the Epicor Eagle Service and Repair module.

"It has been very beneficial for us. It eliminates the use of paper forms and is more accurate. A solution that can do so much is well worth the investment," concluded Vogel. "Epicor Service and Repair would be a great addition to any repair operation."

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Dan Vogel, IT Manager | Lee's Home Center

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## About Epicor

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