

” We would not have been able to maintain a satisfactory level of service without having invested in the application from i-Seven.”

Asger Simonsen, IT Manager at Shoe-D-Vision.



## IT and shoes must fit, just like a sock on a foot!

### SHOE-D-VISION

A problem arises at a pay till in a shoe shop. For the Shoe-D-Vision IT department in Aarhus this is an urgent matter requiring immediate attention. The customer is not the cause of the problem and it must be resolved. This is important, not only for the customer waiting to pay for their goods, but also for the shop and the reputation of entire dealership. Ultimately it concerns income and survival in a highly competitive market. IT Manager Asger Simonsen and his three colleagues are fully aware of this.

Shoe-D-Vision is the head office for three Danish/Norwegian shoe dealerships that were established by independent dealers. The largest chain is SKORINGEN with 200 shops, followed by De Groenne Skobutikker with approximately 90 shops and finally FeetMe with some 20 shops.

#### A turning point

The IT department with its six employees plays a key role that helps ensure cooperation in the dealership. Shoe-D-Vision uses an IBM hardware platform, namely an I5 series system, which is a development of AS/400.

Asger Simonsen and the application development staff in the IT department are responsible for the applications in the individual shops. The system must be so user-friendly that only a few key clicks are required to deliver the necessary information. If an item is out of stock in one shop, then the shop's staff must be able to

determine if it is available in another shop, and if so, be able to order it for delivery.

Common to all shops using Shoe-D-Visions IT solution is that each shop's system is updated on a daily basis.

“The only part we are not responsible for is the shop's accounting system,” says Asger Simonsen. “We only work with what we are good at. Other required solutions are sourced from other suppliers.”

#### Better service

When the request for better service arose, Asger Simonsen searched the market for viable solutions and chose to invest in the Lotus Notes application i-Support from i-Seven in Herlev. The system is streamlined and user-friendly. It registers all enquiries made to the support department, includes the possibility to create statistics, gather knowledge regarding resolved cases, and via the Internet, allows shops to follow their own cases and search in the knowledge base. Another advantage is its tight integration with mail and calendar functions.

#### Efficiency

“Before we invested in i-Support, we answered, or attempted to answer, 60 percent of daily enquires. We did not have any registration of these, so that's just a guess,” says Asger Simonsen with a smile.

Today he has no doubt, i-Support provides a complete overview and the possibility to quickly classify enquiries. Some demand immediate attention, others can wait. Common to all is that shop staff receive an answer to their request and an indication when it will be attended to.

“Efficiency in the IT department increases from year to year, and we are now attending to approximately 85 percent of daily enquiries. A contributing factor is that there are no telephone en-





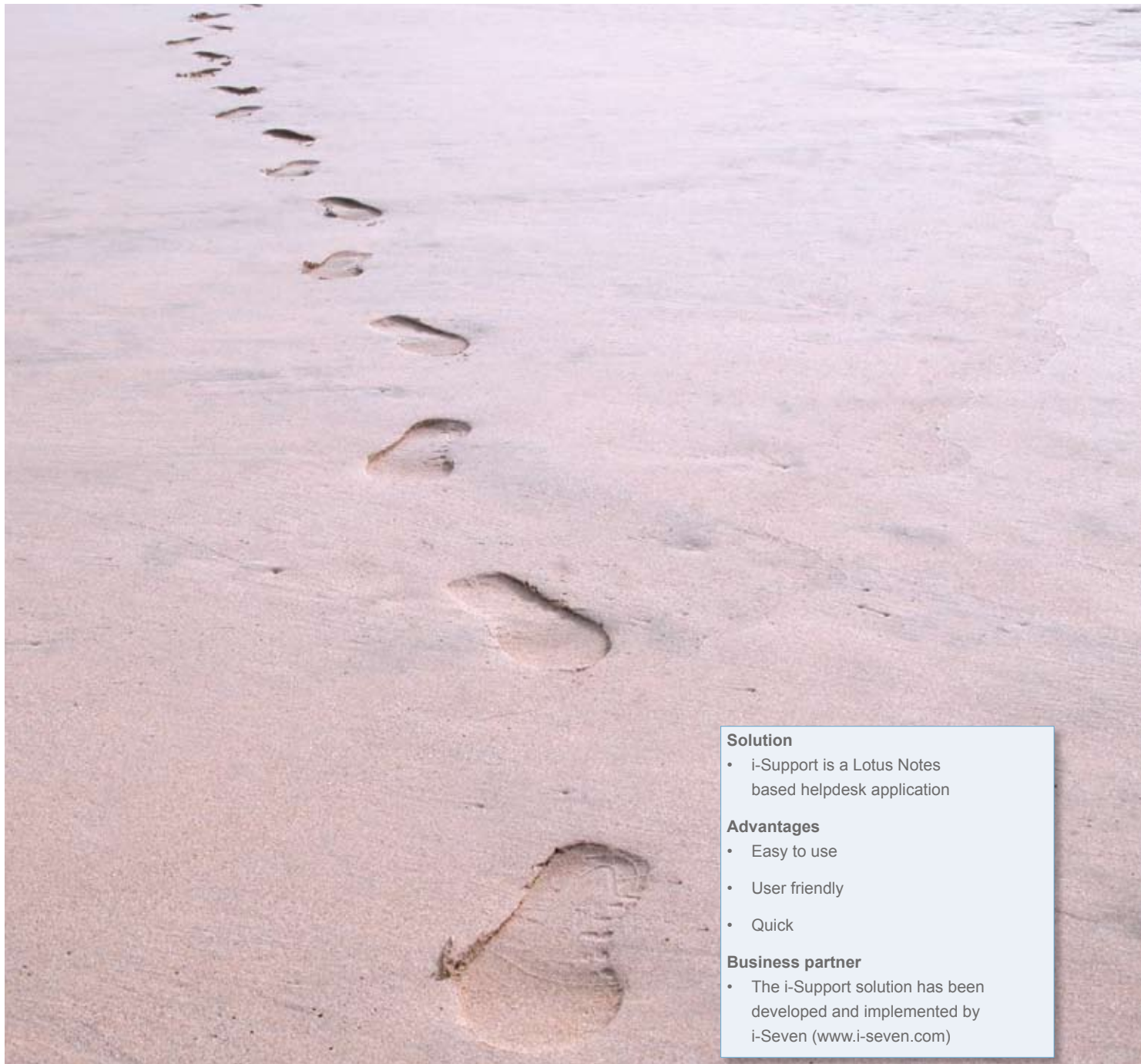
quiries to support staff. This allows them to concentrate on their work.”

“In the past, a shoe shop could register a system error simply as ‘It doesn’t work!’ That is no longer possible, now they must provide a more complete description of the problem. This means that support staff can better judge the importance of the request.”

During the past two years some 12.000 enquiries have been managed by Shoe-D-Visions support staff. These have been resolved from within a few seconds to up to 10 workdays.

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The support function also involves preparing equipment as well as installing these in the shops,” says Asger Simonsen, who rushes off to attend to a firewall problem.



#### **Solution**

- i-Support is a Lotus Notes based helpdesk application

#### **Advantages**

- Easy to use
- User friendly
- Quick

#### **Business partner**

- The i-Support solution has been developed and implemented by i-Seven ([www.i-seven.com](http://www.i-seven.com))