

Arhaus & TOA Technologies

A Profile of Success



Customer: **Arhaus Furniture**
 Industry: **Home furnishings**
 Deployment footprint: **U.S.**
 Served by TOA since: **2004**

Arhaus is committed to delighting its customers by offering great design, natural materials and exquisite craftsmanship to transform four walls into a space for inspired living. Since it was founded in 1986, the company founder, who still manages the business today, has demanded uniformly excellent customer service from everyone on the Arhaus team.

Arhaus operates thirty four retail locations in thirteen states and operates a thriving internet and catalog delivery business across the United States. A sign of its devotion to delighting its customers, Arhaus owns its fleet of delivery trucks.

What business problem did Arhaus want to solve?

Arhaus sought a solution to better communicate with their customers during the delivery process. Prior to working with TOA, Arhaus gave their customers a four hour “wait window” and used manual processes to deliver on their promise. As their business grew, it became more difficult to achieve Arhaus’ aggressive, on-time delivery goals.

Why did Arhaus choose TOA Technologies?

Arhaus searched for an automated customer communication system combined with a mobile workforce management solution to decrease the customer “wait window” and provide an enhanced delivery experience. They met with Yuval Brisker, and Irad Carmi, Co-Founders of TOA Technologies, and shared their vision of the ideal solution. Mr. Carmi, the technology architect and visionary behind TOA, oversaw the configuration of TOA’s ETAdirect solution for Arhaus.

What was Arhaus’ process to select the best partner?

The Company considered several mobile workforce management solutions. Only TOA offered a configurable, flexible, web-based solution with an attractive ROI.

What are the results?

Arhaus has seen dramatic improvements in key service, productivity and expense metrics since deploying ETAdirect. On-time delivery results are unusually high for a large furniture store. This has contributed to the increase in customer satisfaction ratings from 81% in 2001 to 95% in 2008 across the country. And, the approval rating for delivery people has reached an industry high of 97%. In addition, the Company has experienced a 40% decrease in miles driven per delivery run.

Arhaus has also realized an increase in deliveries of 38% per hour as a result of deploying ETAdirect. These significant improvements have yielded “significant dollar savings” as described by John Roddy, Arhaus VP Logistics & Distribution. Mr. Roddy also noted that “Irad and his team are helping me succeed... working with them is phenomenal, they are responsive and creative.”

About Arhaus

Number of in-house, delivery people: 45

Deployed features:

- ETAdirect Notify – Predictive Customer Communication
- ETAdirect Post-appointment Survey
- ETAdirect Manage
- ETAdirect Mobility

About TOA

Customers benefiting from TOAdirect: 11.1 million

Headquarters: European offices in Amsterdam;
American headquarters in Cleveland, Ohio

Select clients include: Cox Communications, Bright House Networks, Comcast, Arhaus Furniture, Home Paramount, Numericable (France), UPC (Ireland)

Industries served: Cable, Health Services, Retail, Telecom, Utilities

Recent Awards:

- Leading visionary: Gartner's 2009 Magic Quadrant for Field Service Management
- Leading visionary: Gartner's 2008 Magic Quadrant for Field Service Management
- Winner: Gartner's 2008 Innovative CRM Software Vendor of the Year

“We selected TOA since they offer a customer-focused solution, are a leader in technology, and provide a hosted model.”

Catherine Mitchell
COX Communications
*Vice President
of Field Services*

“TOA will allow us to revolutionize our approach to customer service by giving both customers and technicians unprecedented control in managing the in-home appointment.”

Manuel Marti
ONO
*Director of
Customer Operations*