eazystock

Case study:
Q4 Bathrooms

Q4 BATHROOMS

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Q4 Bathrooms have been delivering quality bathroom products to showrooms and merchants for over three decades.

Based in Wetherby, in the north of England, the company works with top manufacturers to offer design-led, value-for-money products to its retail customers across the UK.
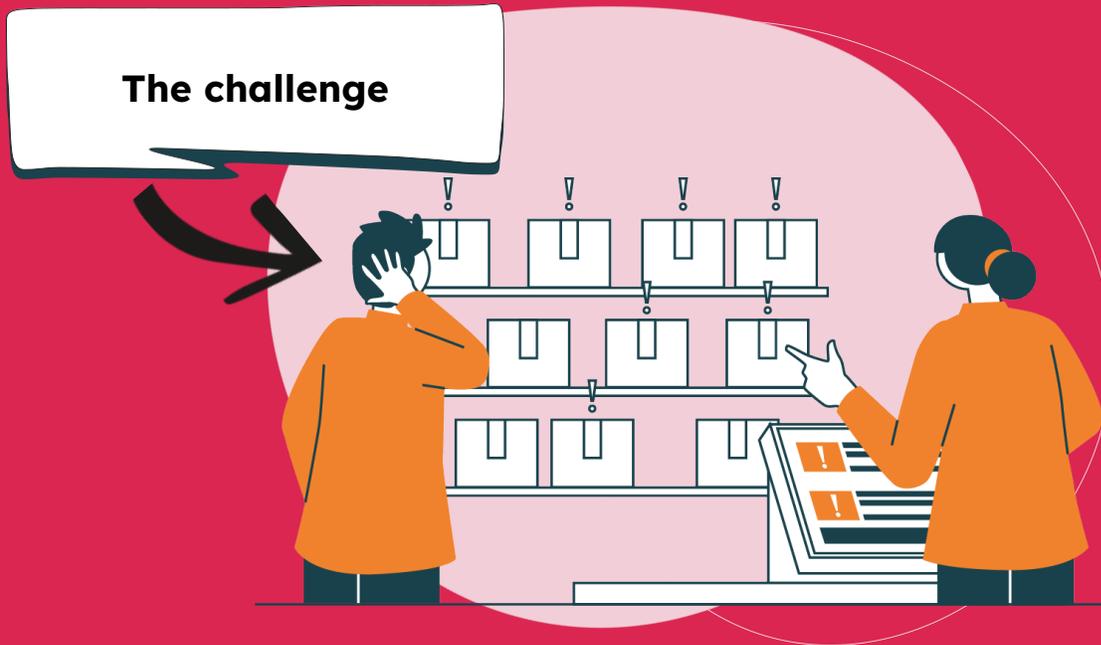
The challenge

Forecasting limitations of Q4 Bathroom's internal ERP system meant ordering the right quantities of their 4,000 SKUs was a struggle. Only reviewing the previous three months' sales figures and ignoring sales peaks or troughs resulted in under- and over-ordering.

Further challenges came from the ERP's linear processes. Instead of recording items as out-of-stock and ordering more, the ERP would record no sales. This meant items would remain out of stock. Unable to rely on the ERP data, the team manually checked each item's order line.

The team needed a solution that could provide clear insight into inventory levels and support smarter, more efficient stock management.

The solution

Q4 Bathrooms implemented EazyStock at the end of 2023, overseen by Office Sales Manager Jamie Lovesey.

Jamie had clear objectives for the software:

- Reduce overall stock balance while improving levels of high-sales-value items.
- Improve the ordering process to reduce reliance on manual stock forecasting and save time.
- Improve forecast accuracy to prevent over- or under-ordering of stock.

Jamie found the onboarding process straightforward, thanks to their dedicated Customer Success Manager, Marek Glaszewski.

"It was easy to get to get a handle on. We understood it right away because the training was simple and easy. Marek is helpful and finds a quick way to solve any issues."

"With EazyStock, I can generally run an order, click export and send it without worrying whether I'd ordered 200 too many. It's like a safety blanket; we can rely on EazyStock fully, but we won't be able to rely on our old working methods."

Jamie Lovesey
Office Sales Manager

The results

The results

Since implementing EazyStock, Q4 Bathrooms have exceeded their expectations. They have:

Improved forecast accuracy

75%
Reduced ordering time by 75%

Improved overall stock balance

Forecasting

EazyStock's advanced forecasting has removed guesswork and trial and error, particularly for new products.

"Where we had no sales history, we'd have to manually just predict. Now forecasts are mathematical instead of looking at numbers and guessing," explains Jamie.

"When we're bringing in a new product range, we can set a manual forecast, and EazyStock will say we think we're going to order five this month, 10 next month, 15 the month after as we get more data. Our ERP doesn't have a way of doing this, so if we didn't remember to order more, we'd run out. EazyStock takes care of that now."

As EazyStock tracks demand across the year, it factors in sales peaks and troughs, seasonal demand, and recognizes missed sales due to stockouts. EazyStock also flags outliers for the team to check.

"If we have someone that orders 30 of a product where we'd usually only sell five a month, EazyStock recognizes that and flags it as an outlier. I can then review it and check whether it is an outlier or if it is becoming a regular order."

Rather than using one forecasting algorithm for all items, EazyStock reviews each item's product lifecycle and demand type. This enables it to use the most appropriate forecasting algorithm for the item to ensure forecast accuracy.

Accurate forecasts also help strengthen supplier relationships. Jamie can now confidently share accurate six-month forecasts to ensure they can fulfill orders and pre-empt any issues.

Ordering

Q4 Bathrooms needed to streamline their ordering. Automating the buying process has reduced the ordering time for 100 items from one hour to 15 minutes. This allows Jamie to spend his time doing other strategic tasks, knowing they aren't going to run out of stock.

"We can trust EazyStock to run the stock purchasing side."

Once EazyStock has crunched all the numbers, it provides recommended orders for the team to approve and process.

"I'm saving so much time because I don't have to check every line. It's much faster, and it means we've got more time to do the other things that we need to do."

Order fill-up

EazyStock also helps meet minimum order values or fill shipping containers so the team don't add items without demand. Using the order fill-up feature ensures the team don't miss items they need or over-order things they don't.

"Where we can't order a product we need because we won't meet the minimum order value, we used to guess what to add. Now, EazyStock tells us what we will need next to add that to the order."

Order fill-up also helps to maintain stock levels when the team are on vacation or out of the office. They can add the dates and bring the orders forward to eliminate potential disruption.

Risk of run-out report

The risk of run-out report alerts Jamie when a product is running low. This gives the team time to place an order and minimize disruption. EazyStock will highlight whether this is due to a one-off large order or a new sales trend to adjust safety stock levels and reorder points.

Improved stock levels

EazyStock has helped bring stock levels down on overordered items. Reducing levels of stock they don't need frees up valuable space for the stock they do. Now, Q4 Bathrooms have consistent stock levels of the right stock, enabling them to improve order fulfillment rates. Pick fill has also improved by 8%.

"When we did stock ordering, we would think, 'We're going to sell 100 of these, so let's order 150 just in case.' We'd end up with too much stock that wouldn't sell. Now, we can run it past EazyStock, and it will confirm or adjust our order quantity."

Onboarding

With Marek's help, Jamie and the team were swiftly up and running with EazyStock.

"We got everything set up pretty quickly. We went straight into using it, and that was that."

With EazyStock, dedicated customer success managers are always available to help with queries. This is included in the EazyStock subscription, making a massive difference for Jamie.

"We don't get charged hourly rates and have to mess around with different settings. Marek will sort it quickly."

Marek is equally complimentary about working with Jamie.
"It's been a joy working with Jamie and the Q4 team. Jamie knew exactly what he needed, and it was easy to deliver the required configuration in an extremely short time, thanks to him."

It's not just the Q4 Bathrooms team feeling the benefits. Since using EazyStock, Jamie has helped another bathroom company adopt EazyStock.

"I explained how it really helps with outliers. It's meant we can order the stock we need rather than holding the stock we don't just to fulfill an order quantity or container."
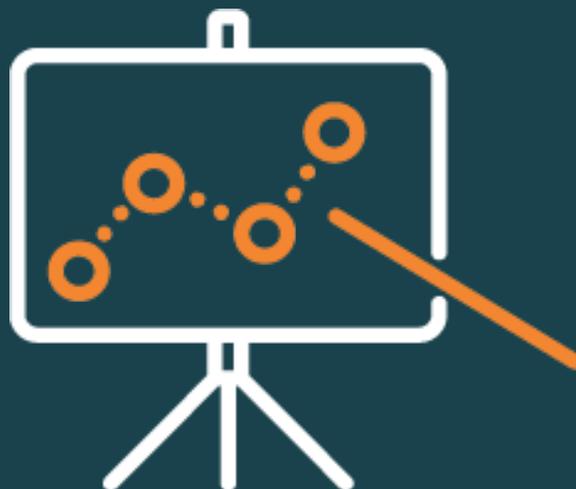
When asked how the team would feel if they had to return to working without EazyStock, Jamie explained how it would reduce productivity and present old challenges.

"EazyStock speeds up the ordering process and provides better accuracy.

"Everything is so much easier; we can just trust it. With our old processes, I could run an order, and I'd have to check it and ensure it wasn't doing something stupid.

"With EazyStock, I can generally run an order, click export and send it without worrying whether I'd ordered 200 too many. It's like a safety blanket; we can rely on EazyStock fully, but we won't be able to rely on our old working methods."

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Find out more

To find out how EazyStock can help your business, get in touch.

Book a demo