



World Kitchen

“ MobileFrame's software provides rich point and click functionality and great flexibility when compared to offerings that are hard coded and focused only on specific tasks. Not only did MobileFrame offer a flexible solution for our National Field Merchandising project today, but it also made provision for our future needs. MobileFrame's unique capability to easily and quickly make changes to the mobile applications and redeploy them on the fly surpassed all other competitive solutions we evaluated.”

- John Conklin, World Kitchen's Chief Information Officer

INDUSTRY:

Field Merchandising

PRODUCT:

MobileFrame Business Suite™

APPLICATIONS:

- Field Sales Automation
- Mobile Data Collection
- Time Tracking

MOBILE DEVICES:

Any .NET enabled device

- Pocket PC
- Laptop
- Tablet PC



CLIENT

World Kitchen, Inc. makes some of the most popular kitchenware and tableware in the US. Its brands, including Chicago Cutlery, Correlle, CorningWare, Magnalite, Pyrex, and Revere, are sold through mass merchants, specialty retailers, and its own factory outlet stores. World Kitchen acquired MobileFrame's software to automate all of the data collected in the stores by their Field Merchandisers.

BUSINESS ISSUES

World Kitchen has a team of Field Merchandisers who are responsible for performing store surveys, product audits, inventory counts, training programs as well as performing competitive analyses while visiting their store locations. Prior to implementing MobileFrame's solution, each Merchandiser was required to complete several different forms by hand for each visit, resulting in wasted hours spent completing paperwork. In addition, at the end of each week the Merchandiser was required to complete a comprehensive Activity Report detailing the work done that week. This single activity resulted in a half day lost to paper work. Not only was this manual data entry done by the Merchandisers, but the office staff was also required to manually enter this data into their backend systems.

MOBILEFRAME SOLUTION

When World Kitchen deployed mobile applications to automate this data collection process, they saw an immediate ROI. Some of the benefits include:

- Completely eliminated Merchandisers' manual data entry on their daily forms and Activity Reports
- Increased workforce productivity by allowing Merchandisers to conduct two additional store visits per week
- Reduced data entry costs by both the Merchandisers and the office staff
- Better customer service levels with Store Managers due to increased time available per visit

MobileFrame's Business Suite™ is the only fully self-contained no-code Configurable Mobile Application™ platform solution that delivers full functionality out-of-the-box, with no custom programming or coding, no third party mobile gateways, synchronization engines or SDK's required.

MobileFrame's software allows World Kitchen to capture photographs, voice notes, documents, templates, logos, sketches, digital signatures, bar code scans, and execute advanced algorithmic functions in the field, attach this data directly into their workflow, and print customer receipts in the field. One of the key benefits of MobileFrame's software is its ability to create entirely new mobile applications for deployment to different department's on-the-fly using point and click features, without the need for custom programming. MobileFrame's Smart Architecture™ integrates intelligent networking with a thick client so that mobile workers always have complete workflow available to them whether or not network connectivity is continuously available.