



CASE STUDY

Supporting Horwood
Homewares Growth Seamlessly



HORWOOD
Estd. 1896



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Client Need

Following a period of growth, Horwood Homewares recognised the need to strengthen the foundations of their customer service operation.



As demand increased across both calls and email, maintaining a consistent customer experience became more challenging. Creating two brand voices to differentiate their Stellar and Judge ranges was also proving difficult.

Client Need

The team needed a structured approach that could support higher volumes without losing the personality across both brands as well as the quality their customers expected.



They were looking for a partner who could take the time to understand their brand and build a scalable, well defined customer service function around it and the ability to work with their own IT systems such as CRM, stock and order systems.

How Dawleys Helped

Dawleys worked closely with the Horwood to build a customer service operation that reflected their brand and could scale with demand.



We began by spending time onsite with the team, gaining a clear understanding of their products, customers and expectations. This allowed us to refine their tone of voice and define clear guidelines for how every customer interaction should feel.

Onsite Discovery

We worked directly with the client to understand their brand identity, customer expectations and common enquiry types.



This formed the foundation for a defined tone of voice and interaction style, providing a strategic framework that enabled Horwood's Stellar and Judge brands to develop clearly differentiated identities, strengthen customer recognition and communicate more effectively with their respective audiences.

Training Development

Structured training programmes were introduced alongside detailed process documentation.



This ensured all team members could handle enquiries consistently, regardless of volume or complexity.

Systems Integration

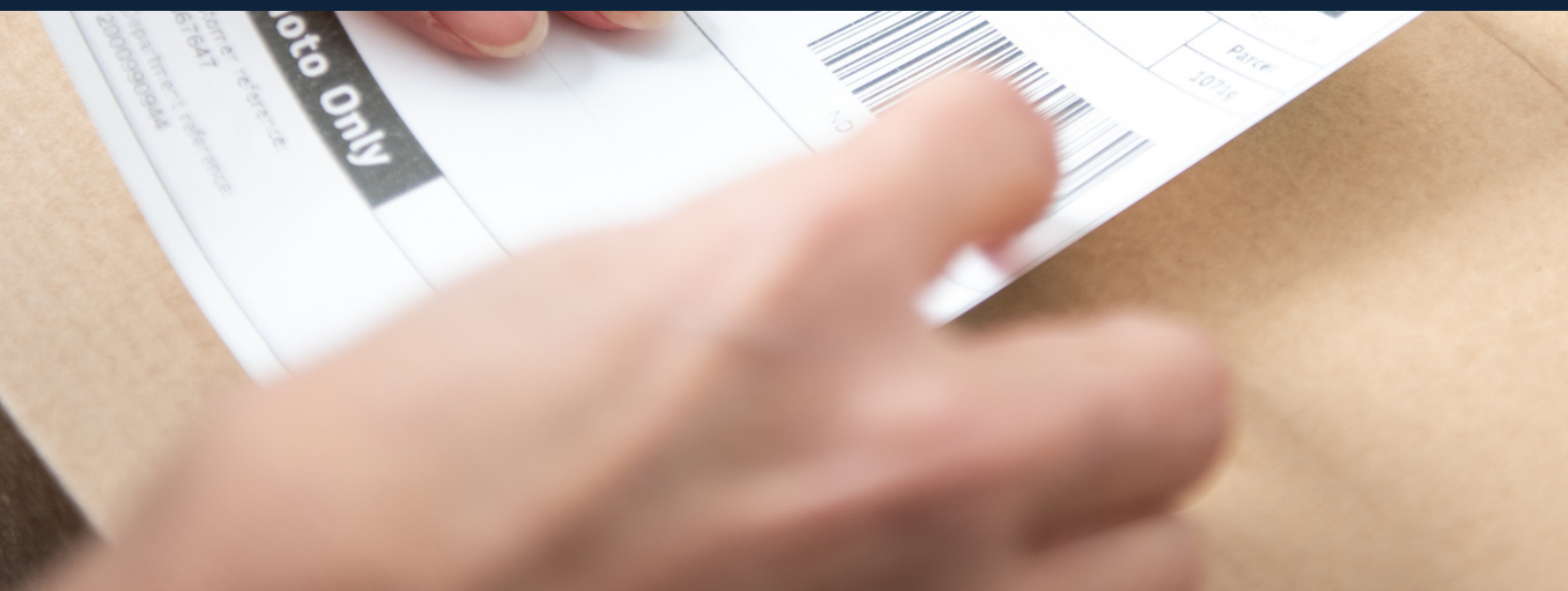
Working closely with Horwood's internal teams, Dawleys tailored its operations to align with the company's established CRM, stock control, and order management systems.



This collaborative approach enabled smooth day-to-day operations and ensured customers received a consistent and reliable experience.

Operational Consistency at Scale

As volumes increased, particularly during peak trading periods such as the run-up to Christmas, our structured approach ensured service remained steady and reliable.



Clear processes and well-trained teams allowed us to manage higher demand without compromising the quality or consistency of customer interactions.

Continuous Improvement

Ongoing analysis of enquiry types and trends allowed us to identify areas for improvement. For example, a reduction in parcel tracking-related queries indicated improved customer visibility, while proactive communication around stock availability helped reduce avoidable contact.



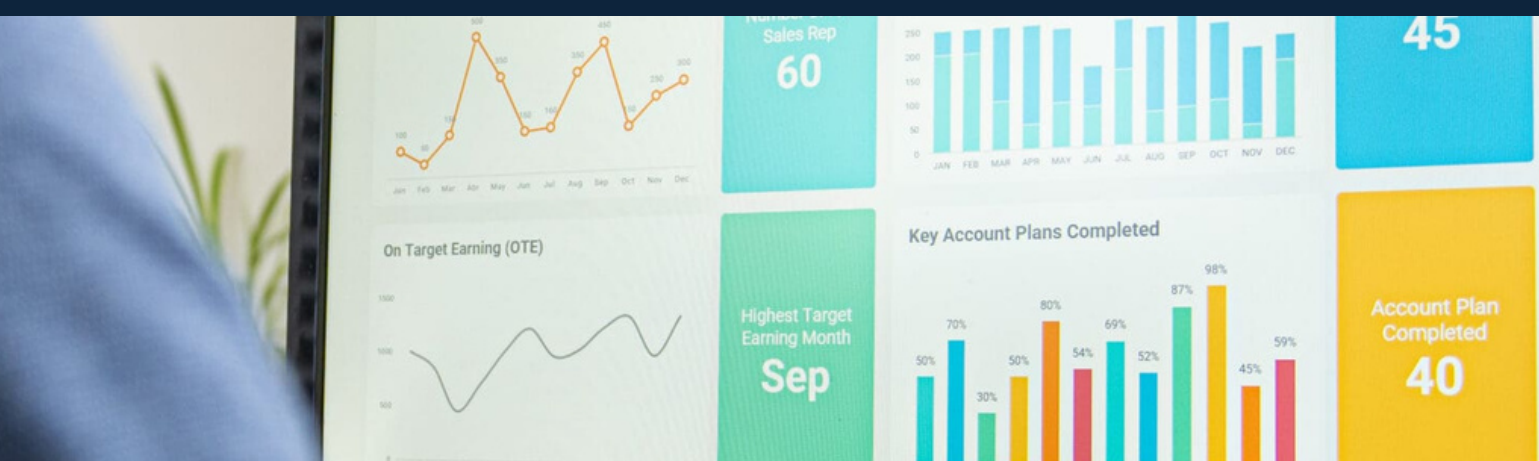
Results

Since partnering with Dawleys Horwood Homewares has established a more structured and resilient customer service operation.

Key performance outcomes include:

- An average of 2,400 email enquires actioned each month, 4,500 during their peak in December
- Over 200 inbound calls handled per month

Customer service operations became more streamlined and predictable, supporting a positive experience for recipients while reducing internal administrative burden.



What Horwood Homewares Say

“Since partnering with Dawleys to manage customer service for our brands, we have been consistently delighted with the exceptional standards they set.



Their meticulous approach, from onboarding and truly understanding our business to proactively improving our processes, has resulted in us achieving great progress and efficiencies for our customers.”

In Summary

By putting the right foundations in place, Dawleys has helped Horwood Homewares build a customer service operation that can grow with them.

Through a focus on people, clear processes and ongoing improvement, we've created a consistent, on brand experience for their customers, even as demand continues to evolve.



Thank You!





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