



RADAR

CML
SOFTWARE

Case Study
Kinleigh Folkard & Hayward (KFH)

My Radar
Regional Manager

Category: Dashboards | Favourites: show 4 | Basis: Month (working) | Report: DE120 - Dashboard Regional Manager | Period: November 2012 | Sort by: Descending Sort | Region: Global | From: 01/11/2012 | To: 30/11/2012 | Export | Region Forecast

Forecast

Office	NI Invoiced	NI Pipeline	NI Forecast	NI Target	NI Var %	Overall Invoiced	Overall Pipeline	Overall Forecast	Overall Target	Overall Var %		
Camden	1,540	986	2,636	6,000	(3.465)	3,277	986	4,263	7,000	(2.737)		
Islington	42,884	9,137	62,020	10,000	42,200	420	51,874	9,137	60,901	11,000	49,951	454
Kensington	119,414		119,414	18,000	101,414	583	125,670		125,670	19,000	106,670	561
Maida Vale	41,473		41,473	18,000	23,473	130	49,420		49,420	19,000	30,420	110
Total	205,319	10,123	215,441	52,000	183,441	354	230,190	18,123	246,303	64,000	184,303	329

Office Statistics

Office	Opening Available Stock	Valis Completed	New Instructions	Rollt Instructions	Price Drops	Withdrawals Instructions	Applicants Reg'd	Viewings Completed	Offers Made	Offers Accepted	Closing Available Stock
Camden	9	1			1		9	9	1		9
Islington	20	5	2		5		2	20	5	6	48
Kensington	43	9	4	9	1	5	19	43	9	6	31
Maida Vale	33	2		2			4	33	2	4	31

Home form report showing pipeline and performance statistic by office {not real data}

Kinleigh Folkard & Hayward (“KFH”) has been working with CML since 2008, using both the CML Agency Accounting in their Wimbledon Head Office and CML Agency Lettings products in all lettings branches.

In mid-2012 KFH decided to upgrade to CML’s latest web based software, Radar, for all lettings offices, and the project to roll-out to all offices commenced from the summer of 2012 with the aim of “going live” in October 2012.

Carol Pawsey, Group Lettings Director for **KFH** comments...

“ I, for one, am delighted with the KPIs that we now have at our finger-tips. Before Radar gathering statistics and management reporting was a largely manual exercise, which took many days to complete, now we have it delivered to us automatically and instantly. This really is the way forward!! ”

There were two major pieces of development required for this project:

1. The team at CML had to build a bi-direction synchronisation layer between the old software (Agency Lettings) and the new (Radar) so that it would be possible to change over a few offices at a time, rather than taking a “big bang” approach to the roll-out.

This was a mammoth and complex task, however it was achieved and allowed for a much more measured roll-out process, with useful lessons learned along the way being applied to the training plan for each new set of offices.

2. Reports, KPIs and statistics: the other major piece of development was to build an entirely new set of statistics, reports and KPIs to provide an amazing level of detail to management.

Key reasons why our clients choose Radar:

- It reduces the time taken by office managers producing statistics for head office, when this time could be best used by doing market appraisals or managing staff
- Radar pro-actively warns users about tasks that need to be followed up

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This involved both on-screen reports (typically used by office managers and negotiators) accessed directly via Radar, and automatically delivered reports, where for example an email might go automatically every Monday morning to regional managers, providing spreadsheets with a comprehensive breakdown of KPIs by office.

Another example is that every morning office managers receive an email containing a round-up of the previous day's applicants, viewings, appraisals etc, so that these details can form the basis of their morning meeting with office staff.

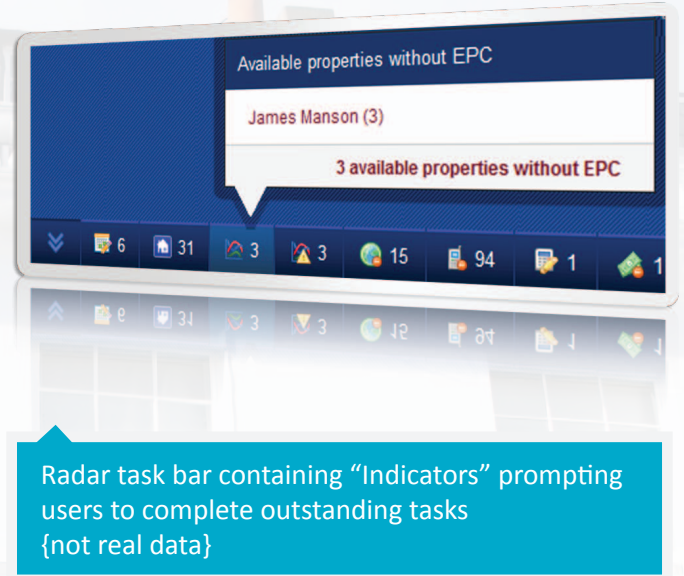
In October 2012 the roll-out commenced, as planned, and over the course of 6 weeks all of the offices were upgraded.

Rob Luppino, IT Operations Manager for **KFH** comments...

“Moving lettings systems is never a simple project, but the outcome in this case was fantastic. The system is quicker than our previous software, and provides an unbelievable amount of information to each level of the business. Most importantly the fact that we were able to do a phased roll-out gave us a huge amount of control over the process.”

Ben Russell, **CML's** Project Manager for the roll-out commented that...

“although the size of the task was potentially daunting, the power of partnership shone through,” continuing “There was so much positive input and both teams were so experienced that we always felt that value would be added at every stage.”



Key reasons why our clients choose Radar:

- Radar removes the need to maintain a multitude of spread sheets in an attempt to control missing processes
- The software produces all KPIs and management reporting automatically
- It helps our clients to react to signs of under target performance before it's too late
- The software has tight work flows for minimising errors in compliance to company policy and legal requirements

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