

Joinerysoft streamlines processes at Woodbase Joiners Ltd

A typical joinery business Woodbase Joiners Ltd has achieved success through hard work and attention to detail. Director, Simon Bartlett, explains how Joinerysoft's Joinery Management Software (JMS) has proved a significant factor in their development.

Keen to set up their own bespoke joinery workshop, partners Simon Bartlett and Richard Blackman sourced an old farm building for a workshop and 22 years ago formed Woodbase Joiners Ltd in Westfield, East Sussex. With a belief in their craftsmanship and customer service, they started the business without a single customer on the books, and through hard work have grown to nearly £1 million turnover last year.

The company now employs 8 joiners in the workshop, 2 people administering the office and keeps up to four carpenters and a painter busy most of the time.

Simon remains responsible for estimating, while Richard heads up the workshop. The workshop produces quality bespoke joinery for small to medium builders and the general public. "We don't advertise much. After all these years we have found that if you keep doing what people want, the work finds you," says Simon.

The only downside to their success was the long hours spent quoting, requiring too much of Simon's time just to keep on top of the workload. Reading an article in Woodworking News about Joinerysoft's JMS, Simon realised he might have found what he was looking for.



After the demonstration Simon recalls, "Our decision wasn't based on a great sales pitch, but the dramatic difference we could see it making to our business." Writing the cheque there and then, Simon has no regrets. Four and a half years later he says, "I would be lost without it."

"We bought it because we knew we needed to streamline and speed up our pricing process for consistent and accurate pricing. Our previous quoting process wasn't very modern," says Simon. He believes that providing professional quotations is essential nowadays. Customers are no longer impressed by new technology and expect a professional, informative quotation for even the smallest job. Providing detailed, clear quotations with pictures included should be the norm. "JMS is part of the bigger picture. It's an overall perception that people gather about you – as to how professional and workman like you are. The quote is often the first point of contact. With JMS my first impression can be good."

Since investing in Joinerysoft's software Woodbase have noticed an increase in the volume of work. Simon believes that JMS has made them more accurate, faster and more professional looking.

JMS has undoubtedly speeded up the quoting process, but Simon admits to being too busy to measure the substantial time saving! At least he doesn't have to quote in his own time anymore.

More than simply a quoting package, JMS saves time in the workshop providing cutting lists and machining information. Simon confirms, "The detailed cutting lists are excellent, providing all the information that could possibly be required. I would recommend JMS to anyone, without a doubt."

Holding thousands of jobs within the JMS database, Simon confirms, "I use JMS everyday and take it for granted. It is equally as important as any piece of machinery in my workshop."

Of paramount importance to Simon was that the installation and training was by a qualified joiner. When training it is Simon's opinion that a joiner who understands

computers is worth 10 computer experts.

Easy to learn initially, JMS develops according to how much you use it. The more you use it the more you get out of it, explains Simon. "The beauty of JMS is its flexibility. You are able to design and produce a large variety of bespoke joinery items quickly and easily, providing an instant price and detailed cutting lists. To get the most out of JMS you do need some joinery knowledge, but the rest is easy," he adds.

JMS has changed dramatically since Woodbase first purchased the software in 2005. Simon believes the new features introduced make it better all the time. Joinerysoft welcome feedback and customer suggestions are regularly incorporated into the software. In Simon's opinion, "The great thing about JMS is that it is always on the move, with ongoing developments the software gets better and better."

In conclusion, Simon states, "JMS has helped us develop our business, putting our plans into action. Whether we would have got this far without it is hard to say, but it has streamlined yet another of the essential processes to such an extent that I truly would be lost without it."

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