



Clark & Reid  
Fine Furniture Services

# Case Study

## Streamlined Delivery Enables Brand Extension

### Challenge

Recognizing the need for an in-home furniture delivery solution to accommodate orders nationwide, Kate Madison Furniture opted to evaluate two methods of furniture transportation; 'pack and ship' and common carrier. The intent was to establish a comparison then consolidate.

According to Jamie and Jeffrey O'Brien, owners, the outcome was unpredictable delivery schedules, routes and pricing, in addition to subpar delivery skills to the discriminating buyers. Having to coordinate the transport of finished pieces to a determined location for pickup by the delivery company was counter productive. Communications between associates at Kate Madison and the delivery companies were sporadic and responses to customer inquiries were irregular. In summary, the final touch of the Kate Madison experience (in-home delivery) was not mirroring the desired brand of the company.

### Solution

Kate Madison was first introduced to Clark & Reid in 2004. Throughout the introductory phase, it was apparent that the services

offered would transform Kate Madison's furniture transport methods and allow the company to market the service as a complementary offering to their customers.

The infrastructure afforded by Clark & Reid Fine Furniture Services and supporting personnel allows consistent, open communications between the two companies. Dedicated coordinators ensure that Kate Madison maintains the ability to respond to inquiries posed by their customers in a timely manner.

Clark & Reid recognizes the impact of the delivery phase in the customers' buying experience. The service provided by Clark & Reid's classically trained delivery personnel is an ideal complement to the quality of furniture of Kate Madison Furniture. They fully embrace the role of 'brand advocate'.

Determining delivery patterns and setting costs in the initial stages of the partnership proved to be vital. Kate Madison now has visibility of all delivery costs associated with every order. Delivery schedule patterns also allow Kate Madison to accurately predict and communicate the arrival of their customer's order to their home.

Clark & Reid was also able to assist Kate Madison in the consolidation and organization of warehoused furniture and orders-in-progress. Utilizing Clark & Reid's warehouse solutions, furniture sold by Kate Madison is transported by Clark & Reid from their showroom to one of our locations to be staged for future delivery.

### Benefits

The relationship between Kate Madison and Clark & Reid ultimately led to an exemplary partnership that produced improved performance throughout the entire supply chain. By utilizing Clark & Reid Fine Furniture Services for the transportation and professional delivery of their custom-made furniture, Kate Madison has increased volume, streamlined their warehousing, controlled costs and improved overall customer satisfaction.

Kate Madison

FURNITURE

Kate Madison Furniture, LLC. of Kennebunk, ME retails custom-made, hand-crafted furnishings inspired by 1880s French Country furniture. Manufactured by craftsmen in a workshop in Quebec, the furniture is sold through their showroom and nationwide via the Internet. Kate Madison maintains a strong belief in their customers' overall experience from the initial order to the final delivery.



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