



Clark & Reid
Fine Furniture Services

Case Study

Integration Eliminates Redundancies/Improves Predictabilities

Challenge

Prior to engaging Clark & Reid Fine Furniture Services, Thos. Moser utilized a common carrier for an in home furniture transport solution.

According to Colleen McCracken, COO, the results were “not meeting our high expectations for quality and service to our customers.” The integration between the two companies was not seamless and it became apparent that the delivery personnel were not portraying the customer experience that Moser had originally envisioned. The carrier’s management of deliveries also resulted in low frequencies and unreliable delivery patterns. Their inability to adapt to Thos. Moser specific patterns in how they wanted their customers to be treated was also apparent.

Solution

Thos. Moser Cabinetmakers was first introduced to Clark & Reid Fine Furniture Services in 2001. Since the inception of the partnership, the two companies have collaborated to fully integrate the overall customer experience; from shopping, initial purchase and ultimate home delivery.

Clark & Reid improved delivery logistics for Thos. Moser by warehousing and managing furniture inventory for the manufacturer. The integration has enabled the ability to produce an order for delivery and have the information populate data management platforms at both companies. Implementation has also afforded Thos. Moser visibility of their assets in Clark & Reid’s inventory management system in real time thus providing the opportunity to accurately communicate delivery timelines to their customers.

Previous issues related to delivery patterns were solved by improving frequencies and offering flexibility in accommodating delivery schedules. Clark & Reid offered a schedule to Thos. Moser based upon the anticipated period of time to manufacture an order. Coupled with the ability to deliver furniture that is being stored in Clark & Reid’s warehouse, the integration has eliminated redundancies and improved predictability.

Clark & Reid provides a fully integrated solution to the overall customer experience by utilizing core competencies developed

from over 100 years in household moving experience. “Their ‘customer centric’ spirit and genuine devotion to the Thos. Moser brand is unsurpassable,” noted Colleen. “We are now assured that our customers will receive an ‘exciting’ experience when their furniture is delivered to their home.”

The two companies also participate in monthly operations meetings in addition to quarterly financial review meetings. These planning sessions eliminate surprises, and enable seamless coordination.

Benefits

Clark & Reid brings an innovative approach to improving service levels, negating unnecessary costs and embarking upon strategies that are mutually beneficial. The relationship has truly evolved from that of supplier/vendor to trusted partner. By utilizing Clark & Reid for the warehousing and furniture transport of their fine pieces, Thos. Moser Cabinetmakers has gained efficiencies, reduced returns and created a much more rewarding experience for their customers.

THOS. MOSER

Thos. Moser Cabinetmakers of Auburn, ME manufactures fine wood furniture inspired by traditional designs. Woodworkers embrace an internal culture that promotes timelessness and durability in each piece. Thos. Moser acknowledges the selection and final delivery as an anticipated event for each of their customers.



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