

How Nowsight Powered Seegars Fence Company To Record Success

Sales dashboards, automated emails replaced 4,000+ hours per year of reporting



AT-A-GLANCE THE IMPACT OF BUSINESS INTELLIGENCE

- | Saving 4,000 hours each year, just in reporting (equivalent to 2 FTEs)
- | 6x more data available to leadership, with 24/7 access
- | 14 weekly spreadsheets cut to zero
- | Company-wide laser-like focus on goals and progress against goals

Seegars is the oldest family-owned and operated fence company in the Southeastern U.S. The company has 14 locations throughout North Carolina, South Carolina and Virginia, supported by a distribution center in Goldsboro, NC.

Seegars has provided high-quality residential, commercial, government and industrial fencing for more than 70 years. It has grown to include more than 285 team members, 64 in-house fence installation crews and inventory levels in excess of 6 million dollars. They are built on a rock-solid reputation of quality products and exceptional service. CEO Ben Seegars said, “we serve more than 13,000 customers every year and the more complicated and difficult the project—the more we like it, because our capabilities shine!”



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Ben Seegars, Seegars CEO

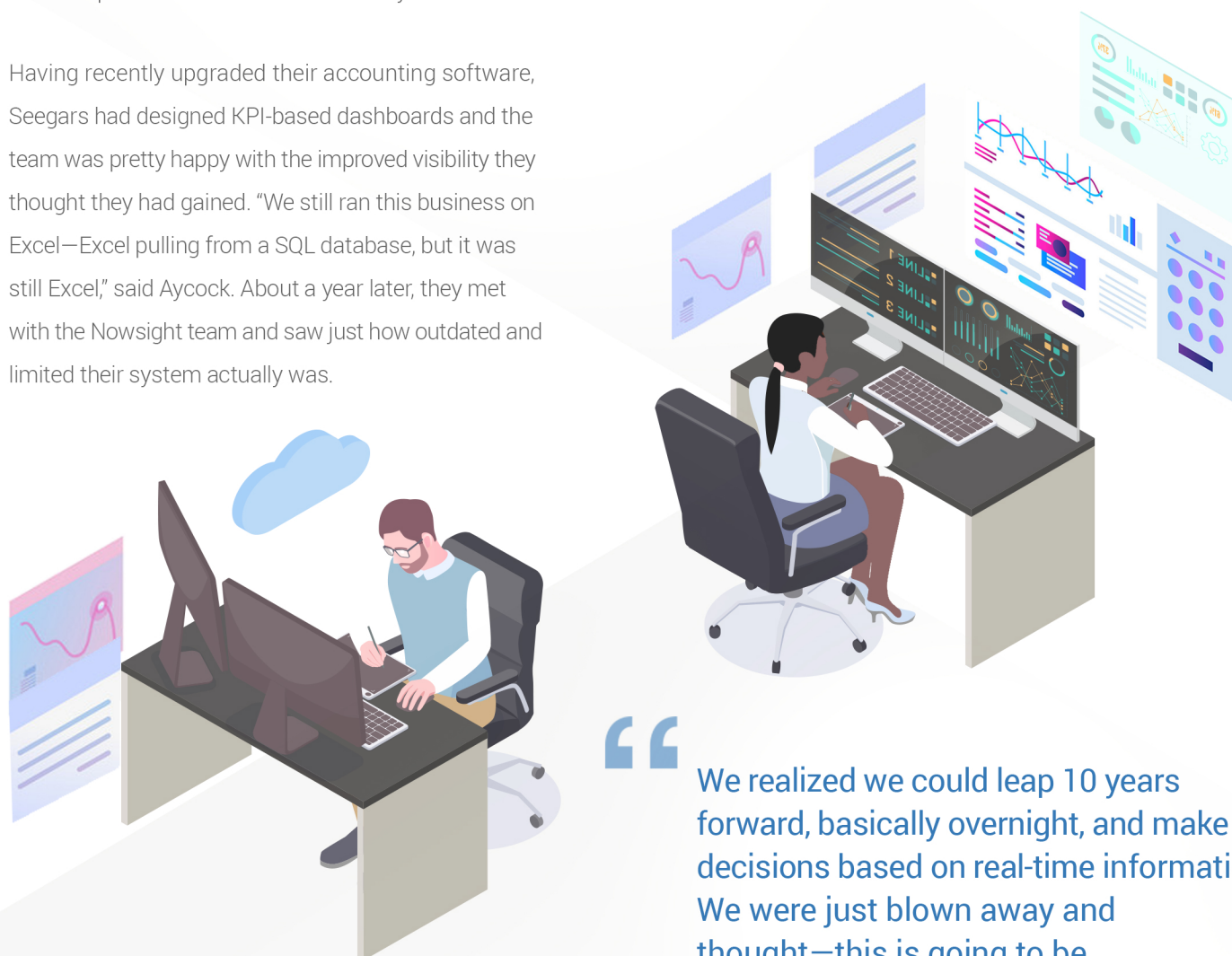
Seegars leadership knew their branch reporting was slow, cumbersome at times, and difficult to act on. Every Monday morning 14 spreadsheets would come in—many branches often running late delivering the report due to difficulty generating the needed information.

“Combining and rationalizing the data was so time consuming, it was impossible to then look for insights and have the data still be timely,” said Veronica Aycock, Seegars Business Manager.

For management, digging through that crushing volume of information, combined with accounting reports, made spotting trends or seeing potential issues nearly impossible.

They knew that real-time metrics were key, preferably on dashboards that allowed managers, sales representatives and company leadership to focus efforts on where they are needed most.

Having recently upgraded their accounting software, Seegars had designed KPI-based dashboards and the team was pretty happy with the improved visibility they thought they had gained. “We still ran this business on Excel—Excel pulling from a SQL database, but it was still Excel,” said Aycock. About a year later, they met with the Nowsight team and saw just how outdated and limited their system actually was.



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We realized we could leap 10 years forward, basically overnight, and make decisions based on real-time information. We were just blown away and thought—this is going to be unbelievable—and it has been.

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Ben Seegars, Seegars CEO

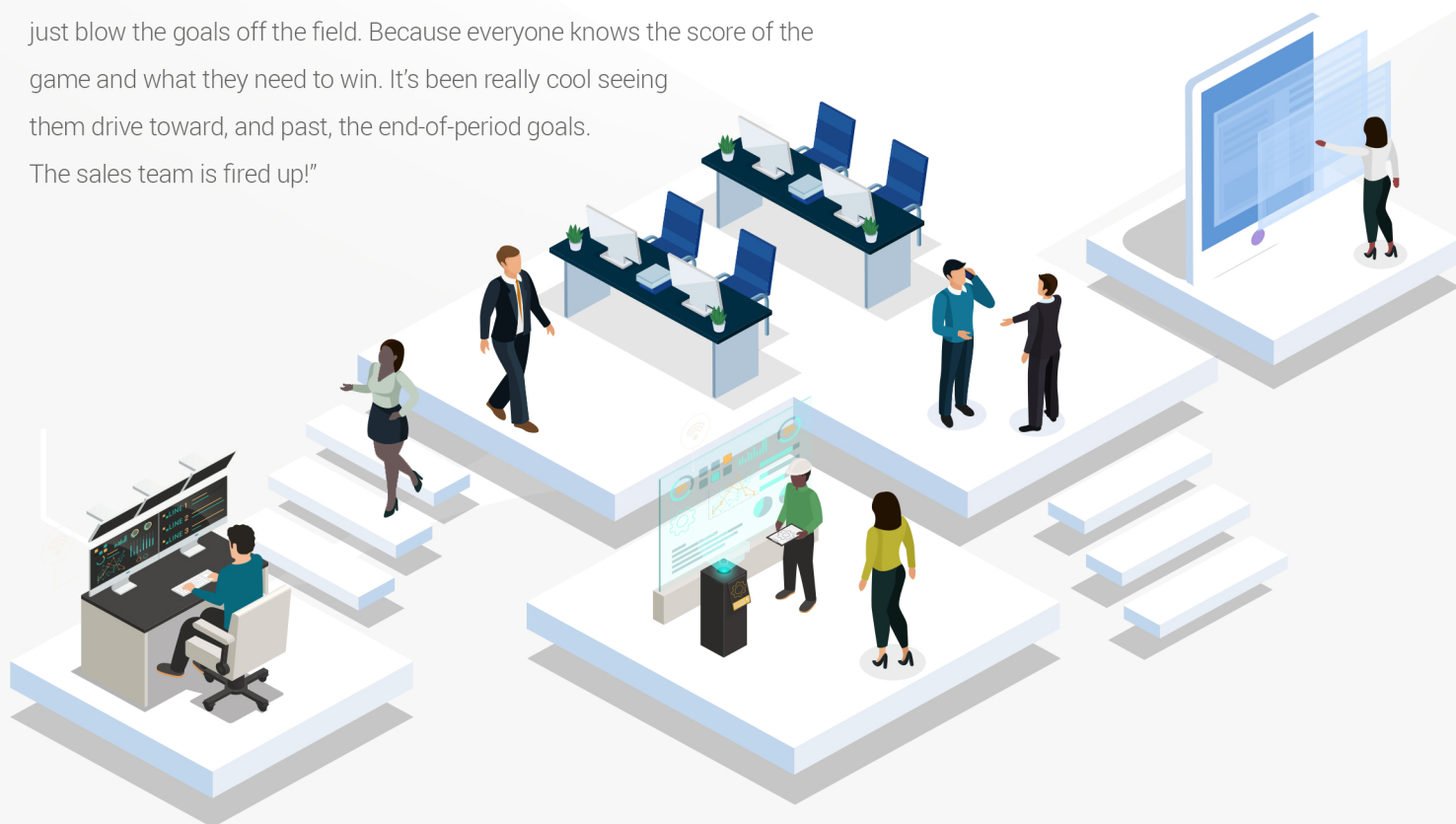
Seegars partnered with Nowsight to connect their sales quoting, accounting, and inventory systems. Bobby Batchelor, Seegars COO said, "The impact on our business has been nothing short of dramatic. We always knew what we wanted, but didn't have the manpower, time or software to drag the information out of our systems. Now, I'd say we get six times the data at 20 times the value—freeing up 60 hours a week between report generation, merging, and analysis."

"We knew immediately that we could provide tremendous value to Seegars business," said Michael Schader, CEO of Nowsight.

"The amount of manipulation they were manually doing to their data was staggering—and ripe for Nowsight's unique, actionable Business Intelligence."

The daily management emails, summarizing performance and flagging key actions, have been one of the biggest rewards, according to Batchelor. "We've migrated to a more transparent management style over the past few years—because everyone needs to know where the goal posts are, and how we can get there. Now branch managers and estimators have instant feedback and they understand their strengths and weakness—so they can make themselves more successful than ever before." Seegars even finds branch managers asking each other for best practices. "They see something changing at another branch and pick up the phone to find out what's happening, so they can replicate it," says Seegars. "We've always had that kind of collaborative culture, but Nowsight's data insights have really accentuated that."

The power of democratizing data—by smartly sharing it within the organization—is realized when employees raise their performance to meet the new bar. "We've seen people that a year and a half ago were adequate salesmen, at best, rise up to be in the top five performers, pretty consistently, said Batchelor." Seegars added, "seeing the KPIs has motivated our team to just blow the goals off the field. Because everyone knows the score of the game and what they need to win. It's been really cool seeing them drive toward, and past, the end-of-period goals. The sales team is fired up!"



“

I could not imagine going another route, even if given the chance to do it all over again—knowing how productively successful this experience has been. I look forward to a long-term relationship with Nowsight and am excited about what the future holds for Seegars with our newfound horsepower, generated by the Nowsight team.

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Bobby Batchelor, Seegars COO

With our old reports, often up to 12 pages long each, it was easy to get lost in the details without realizing what you were really looking at, or looking for, said Batchelor. Now, one of the gauges on Seegars' dashboard is Accounts Receivable—and branch managers know instantly where they stand on collections and the health of their AR.

“Gathering data from multiple sources is what run-of-the-mill BI solutions hang their hats on,” said Nowsight's Schader.

“We use intelligent algorithms to ensure that data goes out consistently, accurately and timely—ensuring each sales person, branch manager and company executive has the exact information they need to set daily priorities and react to changes in the business.”



Managers can tell if they are on-track for their monthly and yearly goals, how they compared to the prior year, and—if they are short—how short they are, and how many days they have left to make up the shortfall.

“It's not just data being displayed, it's in the context of our business and our goals. It's amazing the amount of data we can take immediate action on, displayed on a single computer screen that's accessible anywhere, any time,” said Batchelor.

“I'm absolutely hooked—addicted even—to the Nowsight system. It's such good information. The ability for me to see problems and standouts, within branches or the business as a whole, with just a click, is game changing. I can sit down with a cup of coffee in the morning and in 10 minutes tell you everything that's going on with the business, with data that is current as of that moment—that's incredible.”

"I admit that I was skeptical in the beginning," said Aycock. "We have a lot of exceptions between our branches—from different GL formats to vastly different targets and client mixes. I wasn't sure the accuracy or usability was going to be there. I also was worried that the branch was wrong."

Aycock continued, "The Nowsight dashboard is easy-to-read, and colorful. In just seconds each sales person knows where they stand. And each branch manager knows how they performed the day before and how far they are from all their goals—sales goals, AR goals, quote times, and more."

"The human side of data is something we talk about a lot," said Schader.

"Data is great—and the spreadsheets Seegars generated every week had plenty of data points in them. But you have to think about the people who consume the data—what motivates them, what information do they need, and when. That's where Nowsight's combination of on-demand dashboards and automatic morning reports bridges the gap. It's not uncommon for our clients to see significant growth—upwards of 20% after they implement Nowsight."

COO Batchelor said, "I could not imagine going another route, even if given the chance to do it all over again—knowing how productively successful this experience has been. I look forward to a long-term relationship with Nowsight and am excited about what the future holds for Seegars with our newfound horsepower, generated by the Nowsight team."



Aycock summed it up by saying "It's something we needed for a long time—but we didn't know we needed it. Whether you have four locations or 44, it's the best and easiest way to keep tabs on what's happening with absolutely current information. I don't know what we'd do without it, it's become such an integrated part of the way we run our business."