



CASE STUDY [MANUFACTURING & DISTRIBUTION]

promapp[™]

Character Cabinets

Character Group produces cabinetry and stone benchtops for about 2,000 homes a year in Western Australia.

Character Cabinets mass-produce their products, but every kitchen and every house is unique. Planning is essential to meet this customized demand on time and on budget. When that doesn't happen, builders lose money and companies like Character Group lose valuable business down the line.

Daniel Giles is the lean operations facilitator for Character Group. When he investigated the company's processes, he immediately saw a gap in their operations.

Business Benefits

- Consistent service delivery and quality
- Increased client base
- Improved processes
- Fully engaged staff
- Problems and incidents are picked up before they impact clients
- Risk management is on a unified platform

‘The standard work had no procedural documentation. We were losing time, making mistakes. We couldn’t manage risk or make improvements.’

DANIEL GILES

Lean Operations Facilitator
Character Group

Timeline pressures can be costly.

At Character Group they know the building industry is all about strict timelines. With the industry downturn and mid-range builders struggling, it was more vital than ever for production to meet the demand, on time. Cabinetry is the biggest trade to go into a house and one of the last before handing the keys to the new owner. Character Group needed better processes to keep to the schedule and still maintain quality.

'If we don't have all our ducks in a row, we can blow out the build time very quickly. That's a big cost, a bad reputation for the builder, and a bad reputation for us. You're only as good as your last job.'



Promapp pays for itself.

Daniel knew from a previous role that Promapp rated the best in user testing. It was also easy to implement, cost-effective and simple to use. He spearheaded a business case for Character Group, to test the viability of implementing Promapp. The results? Promapp would pay for itself in process efficiencies in as little as six months.

The predictions seem to be on point and Promapp is on track to deliver on that expected value.

That, says Daniel, was also down to the impressive uptake from staff. Mapping the pre-production planning and production processes was also critical – now each job can be executed without mistakes and on time.

'We've had huge engagement. Everyone jumped right in, even people who had barely used email. It was especially good for team leaders in the factory – there are accessible terminals in the workshop. They use Promapp every day to help them do what they do.'

'It was especially good for team leaders in the factory – there are accessible terminals in the workshop, and they get on Promapp every day to help them do what they do.'

DANIEL GILES

Lean Operations Facilitator
Character Group



Investing in work culture.

The process mapping wasn't left to one person – all the management, supervisors and even front-line staff were involved, which meant that the whole company was on board. Now, even in training sessions, Promapp is used to map processes that need improving.

With Promapp, everyone in the company is now aware of how other team members fit into each process. This makes it much easier to work together.

Staff have been able to meet deadlines without compromising safety or quality.

'We're more efficient, our production is faster and we're improving our work culture. Working together is really paying off.'



Character Group's point of difference.

Other cabinetry manufacturers have similar machinery and factory technology. The point of difference for Character Group is the consistent quality of product that is possible when processes are in place. That comes down to their new culture of excellence, which was made possible by Promapp.

While everyone in the industry faces the same problems and issues – and some even work with similar facilities and identical machinery – with Promapp and full staff engagement Character Group have been able to deliver standardized quality, consistently on time. That's earning them a stellar reputation – and new business. More and more builders are choosing to work with Character Group and business is growing, despite the market downturn. Daniel says it's a competitive edge that will keep paying dividends into the future.

'I invite our competitors to come and tour the workshop. I'm not worried. They have the same equipment we do, but they can't steal our process culture.'

'We're more efficient, our production is faster and we're improving our work culture. Working together is really paying off.'

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About Promapp

At Promapp, we believe that expressing and managing process knowledge simply is crucial to sustaining an ongoing culture of process improvement. With Promapp's intuitive cloud-based BPM software, used by hundreds of organizations worldwide, anyone can create, navigate and change business processes.

Sign up for a [30-day free trial](#) or [join an intro webinar](#) to see Promapp in action.

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