



A CASE STUDY BY nuVizz

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Williamson Design Florist Blossoms by supporting its customers with the help of *DeliverIt by nuVizz*

DeliverIt, nuVizz mobile delivery tracking and execution solution

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ABOUT WILLIAMSON DESIGN FLORIST

Williamson Design Florist Ltd started from a flower shop in Edinburgh and is now Scotland's and the UK's largest, and longest established independent retail florist. Williamson's is owned by the Williamson family and have three generations of family actively involved in the day-to-day running of the business. Williamson's is part of the Interflora, the worlds largest and most experienced delivery network. Much of Williamson's expansion has been driven by the need to deliver quality products of good design to our customers throughout the central belt of Scotland, the Lothian's and in to the North of Fife, Perthshire and most recently Dundee and Angus. To learn more, visit <https://www.myflorist.co.uk>.

ABOUT NUVIZZ, INC.

nuVizz Inc., headquartered in Atlanta, Georgia, provides complete mobile business software solutions and Supply Chain consulting services. nuVizz's approach to Enterprise Mobility is unique as it focuses on providing an end-to-end mobile solution for enterprises To learn more, visit <http://www.nuvizz.com>.

Established in 1935 as a family owned business, Williamson Design Florist Ltd. has developed and evolved through the years and is the flagship partner of the UK network of florists and is part of the Interflora, the world's largest and most experienced delivery network. Floral orders arrive from all over the world at Williamson's to deliver fresh flowers to their customers. The evolution of the delivery process meant to include leading edge technology. DeliverIt by nuVizz, a mobile delivery tracking and execution solution allowed Williamson's to provide their customers exceptional service they expect and deserved.

"Commitment to excellence to our customers is vital to our continued success. We found a partner in nuVizz who was able to meet all our needs in one complete mobile solution."

Challenges: Visibility, Labor, Efficiency

Williamson's wanted to open the channels of visibility to and from the Interflora network, tackle their rising labor costs during peak seasons, and create a more end to end efficient delivery process. Williamson Design Florist was searching for the best complete offering to help with their challenges. They had options locally but they chose to travel across the pond. nuVizz and **DeliverIt** provided the best overall value add for current challenges along with a framework to allow expected growth potential. "As we grow, we needed a partner to see our vision too."

Results: Real-time Visibility, Reduced Labor, Overall Process improvement

DeliverIt by nuVizz provided Williamson a complete end-to-end mobile solution by building optimized routes for tracking and execution of deliveries, additionally giving real-time visibility to Williamson, its partners and customers. Williamson Design Florist was able to see results within the first peak season with better visibility of orders and a reduction of labor from 6 to 1 drivers with an overall process improvement.