CASE STUDY

orderwork

OrderWork Partners with Yale

Delivering Rapid On-Site Installation Services

OrderWork is delighted to have partnered with Yale, a global giant in door access and security solutions, to provide Yale's customers with a rapid on-site installation service for its smart product range.

The Challenge

2020 saw a whopping 218 million smart products bought by UK consumers, in a pandemic-fueled increase on the previous year. But with a growing number of customers requesting an installation service for their newly acquired smart product, companies such as Yale found themselves in urgent need of a reliable, experienced, and highly skilled installation partner.

Joining the likes of Currys, John Lewis, Amazon and Samsung, Yale decided to trust to the industry expertise of OrderWork.

Historically, Yale products could often be installed by competent "DIY-ers" in possession of the right tools, but as technology has changed, and products have become more complicated, amateur installation is no longer quite so straightforward.

The Yale products of today – such as CCTV, security alarms, smart door locks and safes – require both wired and wireless installations, and it's highly recommended that products of this complexity be installed by a qualified professional to ensure that the product not only works properly, but operates within the required safety limits.

> *"The buying behaviours of UK consumers have changed within the home security sector, with many wanting smart, connected products, which provide convenience as well as security. Our range of smart security products are designed to give peace of mind to our customers, and knowing they are fitted correctly is part of this."*
>
> **Duncan Chamberlain,**
> **Managing Director at Yale UK**

CASE STUDY

The Solution

As technology continued to evolve, OrderWork quickly realized that fewer customers had the skills – or the desire – to set up or install new purchases by themselves. Savvy consumers became far more likely to put their investment in qualified, experienced, and professional hands, rather than risk incorrect set up or installation.

In response to the ever-increasing demand for smart product installation, OrderWork grew its trusted network of quality engineers and installation technicians to over 6,500 through an active and rigorous recruitment programme. Yale has been able to depend on this connected network of professionals to support its customers' installation needs.

OrderWork also incorporated a live feedback component into its solution to keep on top of crucial data, and ensure customer satisfaction.

The Result

The partnership between OrderWork and Yale has allowed Yale to provide its customers with both a superior end-to-end product, and a timely installation service to keep satisfaction levels high.

Customers choosing an installation service benefit from having time with a tech guru that can demonstrate key features, and ensure they fully understand and enjoy the complete product experience. Live feedback data also means that OrderWork has immediate sight of Yale's customers – allowing them to make sure they're happy with their installation.

> *"Yale customers can now buy the highest quality security and locking solutions knowing that the installation will be carried out by skilled professionals that are vetted and verified for their total reassurance."*

James Anderton,
CEO of OrderWork

As a result, Yale has benefitted from fewer products being returned – because customers are using and enjoying them correctly – and an increased likelihood of repeat purchases.

> *"We're delighted to have partnered with OrderWork. This partnership enables us to provide our customers with the best quality products, backed by high quality service."*

Duncan Chamberlain,
Managing Director at Yale UK

OrderWork is proud to be the driving force behind the growth of installation services for Yale, and looks forward to further supporting the global giant through a new era of professionally installed, smart, connected products.

The Future of OrderWork

Our commitment to continually expanding our services will allow our partners to remain relevant, and achieve long-term sustainable growth; while our automated services platform and scalable network of highly skilled and verified engineers and tradespeople will continue to provide our partners with the ability to offer best-in-class installation services at the point of product purchase.

Learn more about OrderWork's set up and installation services.

info@orderwork.co.uk