

# 2H 2018 HDMS Specialty Tuesday Presentation

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**HDMS Field Leadership Team  
2018**



# Value of a Measure

## Measure Entry Point



ESVS



Service Connect &  
855-Measure



HomeDepot.com &  
800-HomeDepot

## Pipeline Results

### Store Measure

- ✓ Credit for measure goes to store and sales associate
- ✓ Results in qualified customer with product selection
- ✓ Customer expectations set
- ✓ Reliable measure information, reduced capacity impact
- ✓ Conversion is higher, with reduced cycle-time

### Online Measure

- ✓ **\*\*New\*\*** Credit for measure goes to the store selected – not eligible for credit to sales associate
- ✓ Measure is scheduled, but additional store visit required to select product
- ✓ Inaccurate details for measure planning – capacity impacts (Service Connect Only)
- ✓ Conversion is reduced

### Online Measure

- ✓ Credit for measure goes to store nearest to customer's zip code – not eligible for credit to sales associate
- ✓ Measure is scheduled, but additional store visit required to select product
- ✓ Inaccurate details for measure planning – capacity impacts
- ✓ Customers expectations inadequately set
- ✓ Conversion is reduced

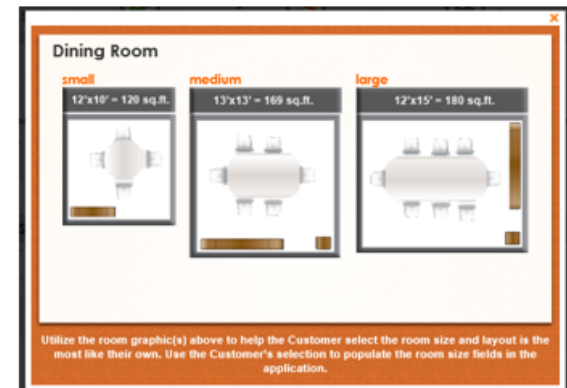


# Flooring Estimator | Estimates and Measures

- A quality or accurate estimate is an estimate that is within 25% of the final customer project price
- A quality estimate is created by:
  - Helping a customer select the product they are interested in
  - Choosing the right rooms and room count
  - A good estimate of the square footage - don't forget to use the room size wizard if customer's don't know their dimensions!
  - Setting customer expectations for the whole process
- A qualified measure creates a better customer experience and converts to a sale 75% of the time vs a non-qualified measure which converts to a sale about 50% of the time
- A poor quality measure can impact that customer's experience and all of the other customers scheduled to receive a measure that day! Measure technician schedules are based on room count, so be sure to enter the **correct number of rooms**

Please enter your estimated room sizes. This information will determine if the materials chosen are within your price range.  
Once you schedule a measure we will send a professional measure technician to your home to accurately measure your flooring project.

Room Size (Whole Feet)	Furniture	Existing Flooring
<input type="text"/>	<input checked="" type="checkbox"/>	<input type="text"/>
<a href="#">HELP ME CHOOSE</a>		<input type="button" value="Select one"/>



**THE HOME DEPOT**  
**HOME SERVICES**  
Let us do it for you.

## YOUR APPOINTMENT REMINDER

Thank you for choosing The Home Depot for your flooring needs.  
You have a flooring measure scheduled for: 3/7/2017

**Order Information**

Measure Reservation #	Order #	Store:
11957622	29781	53-MANSFIELD

**Customer Information**

Name:	Site Address:	Telephone:
PRIVA, BANU	4430 Miller View Rd	Home Phone: (470) 265-2415
	Elko, MN 55020	Mobile Phone: (470) 265-2415
		Business Phone: (470) 265-2415

**For Quicker Service:** [Click here to add us to your contacts!](#)

After your measure is done, our sales team will contact you from one of these numbers.  
Carpet Sales: 770-651-9000 or Flooring Sales: 512-655-4545

### ADVANTAGE: HOME DEPOT

<input checked="" type="checkbox"/> <b>TRUSTED PROVIDERS</b> > Licensed and insured flooring installation professionals	<input checked="" type="checkbox"/> <b>READ REVIEWS</b> > 9 out of 10 overall customer satisfaction rating.
<input checked="" type="checkbox"/> <b>EXCLUSIVE TOOLS</b> > For accurate floor measurement and quote	<input checked="" type="checkbox"/> <b>SUBFLOOR EVALUATION</b> > Evaluation of subfloor and existing conditions

If you have any questions prior to your measure call us at: 800-248-8982  
You will receive a phone call from your measure technician the morning of your measure between 7 and 9 am to set a 2 hour time window for your measure.

Please do not reply to this email. Homer TLC, Inc. All Rights Reserved

- Easily saves to Contacts
- Improved connect rates
- Compatible with iPhone & Android



Or scan QR using customer's phone



*HDMS calls to a customer's cell phone do NOT show as a call from THD  
Customers can add HDMS #s to their contacts using the button on the  
appointment reminder, or by scanning the QR code*



# Online Product Measures

**Online Product Installation:** In **rare** situations when a customer wants online-only product installed, HDMS is able to measure the customer site, but the product quantities must be calculated and the install quote must be built and sold by the D23 Associate.

- Create a Measure with a “like product” (similar SF/SY profile to the online only product)
- Add “Online Product” in the Closing Notes on the Measure Appointment page
- Take payment for the Measure
- Log into the HDMS system (**immediately**)
- Create a Feedback for the measure number flagging an online only product
  - **Feedback Note:** Measure is for online product, identify the product model #
- When the Measure is completed, HDMS will create a simple Quote from the measurements and hand off to the store (this will include the “like product”)
- D23 Associate will then review Measure and Quote and update the ESVS installation Quote
  - Remove “like product” item from the ESVS Quote
  - Create a Custom Labor line for \$0.00 retail with the detail of the online product and the customer order information (product type, model number, SF/SY per box etc). This will enable the installer to be able to prepare for the install and coordinate appropriately with the customer
- D23 Associate will contact customer to place online order and take payment for ESVS install Quote
- Once sold, D23 Associate will contact the installer to confirm the details of the online-only product and expected delivery date (Best Practice: utilize a PO Connect Note)





# Technology Roadmap | CLICK

Start the Process

Product Selection

Choose your Rooms

Describe your Rooms

Estimate Summary

Project Questions

Schedule Date

Back

Schedule a Measure

Choose a Measure Appointment

May - June 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Available Appointments

May 21, 2018

Select Time Window

08:00 AM-11:00 AM

11:00 AM-02:00 PM

02:00 PM-05:00 PM

Click for More Appointments

Click for additional appointment availability



Policy: HDMS Default Scheduling Rule

Todo

226 services, 0 selected

Schedule

Change Status

Search services...

APPOINTMENT STATUS

EARLY START

5-1222812

Dispatched

4/15/2018 2:00 AM

5-1331225

Dispatched

5/16/2018 2:00 AM

5-1093435

Dispatched

5/18/2018 2:00 AM

5-1156296

Traveling

5/18/2018 2:00 AM

5-1096652

Dispatched

5/17/2018 2:00 AM

5-1318473

Dispatched

5/17/2018 2:00 AM

5-13119763

Dispatched

5/17/2018 2:00 AM

5-1124615

Dispatched

5/17/2018 2:00 AM

5-1335193

Dispatched

5/17/2018 2:00 AM

5-1333824

Dispatched

5/18/2018 2:00 AM

GANTT

MAP

Wed, May 9 2018

6 AM

7 AM

8 AM

9 AM

10 AM

11 AM

12 PM

1 PM

Christian Chadebeck

Measure Tech # 144

Daryl LaVigne

Measure Tech # 168

Devin Roseman

Measure Tech # 128

Edward Anshals

Measure Tech # 168

Freddie White (Fred)

Measure Tech # 168

Gerry Bidoul

Measure Tech # 179

John Dahl

Measure Tech # 127

Kalman Bator (KC)

Measure Tech # 158

Katie Crowley

Measure Tech # 123

Kenneth Barner

Measure Tech # 101

Mary Goodrich

Measure Tech # 196

Philip Williams

Measure Tech # 130

Rhonda Odden

Measure Tech # 183

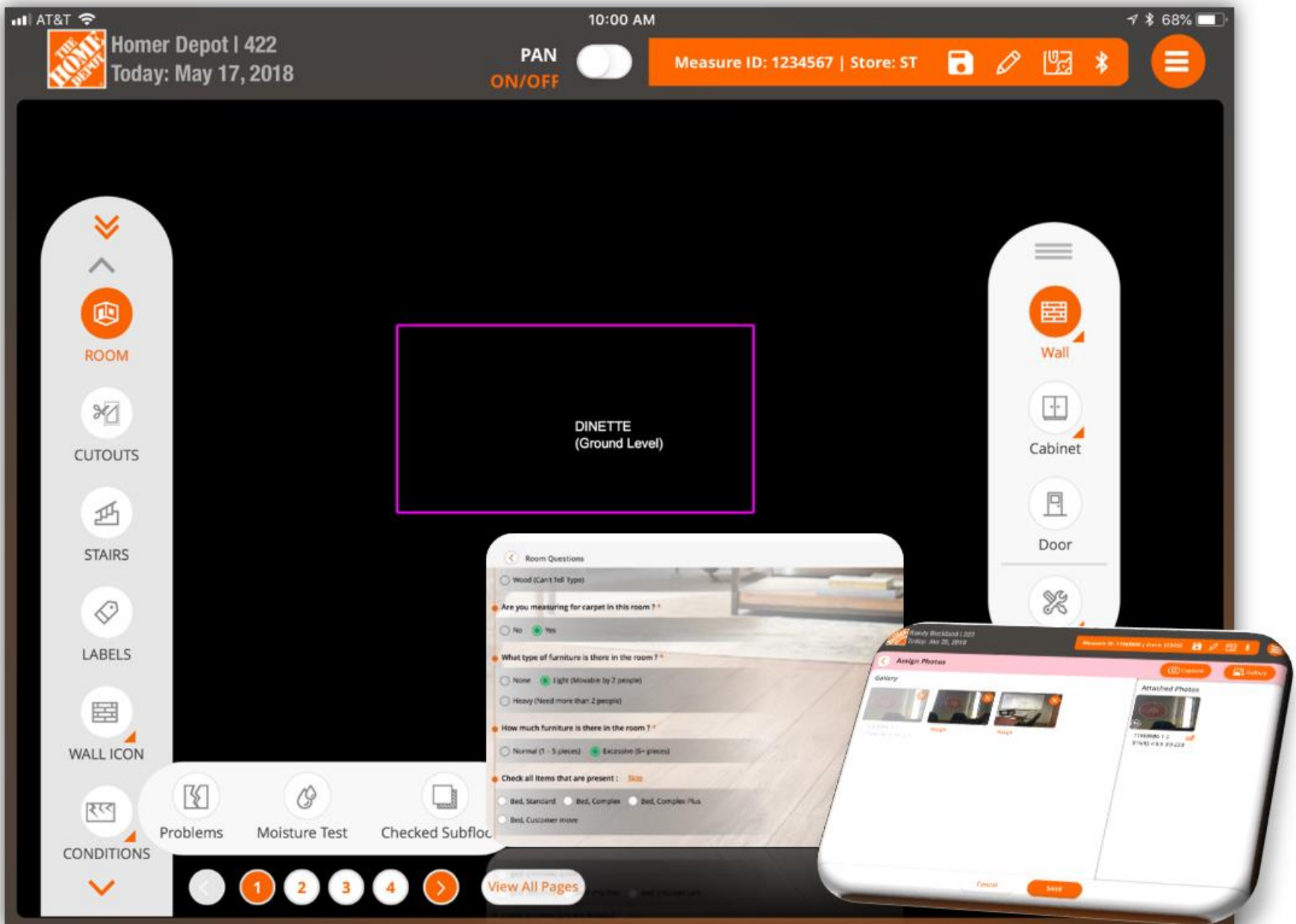
Warren Bell

Measure Tech # 105

William Norman

Measure Tech # 180

# Technology Roadmap | DRAW



# HDMS Express Service Tool Best Practices

## EST: What can it do? –and- How long will it take?

- Update Customer Information: Immediate
- Reschedule Measures: Immediate
- Contact Customer: 30 Minutes
- Quote Adjustment Requests: 30 Minutes
- Line Adjustments (pre-measure): Up to 2 Hours
- General Feedback Request: Up to 2 Hours

## EST: What can it NOT DO? –and- How can I do it?

- Process Claims or Inquires: Submit email to Claims Dept. @HDMS\_Claims@homedepot.com
- Schedule Installations: Contact your local Service Provider
- Customer requires immediate assistance: Contact HDMS 1-877-494-0440 for carpet or 1-877-494-0441 for Hard Surface for immediate assistance
- Refund cancelled measure: See Store COS or Service Desk

## What else can I do? –and- How can I do it?

- Request 8x8 Carpet Samples: Use General Feedback dropdown
- Request HDMS to follow up or hand off to store: Click appropriate EST check box
- Give Feedback regarding EST or HDMS: Click the EST red Feedback box

## Tips to expedite your request:

- Include material SKU, description and/or Model number on all product change requests
- Include description and color for carpet samples & provide alternate **ship to** address, if applicable
- Include the measure number in the text field boxes as a safeguard to system glitches