



Happen Business Case Study Watermatic Irrigation



CHANGE CATALYST: BE ABLE TO CONNECT WITH THEIR CUSTOMERS VIA THE INTERNET 24/7

INDUSTRY: IRRIGATION SUPPLIES AND IRRIGATION SERVICES

SOLUTION: JIM2 COMMERCE AND JIM2 BUSINESS ENGINE

JIM2® EDITION: PREMIUM EDITION, RETAIL, EBUSINESS CONNECT

WEBSITE: WWW.WATERMATIC.COM.AU

Since 2002, Watermatic Irrigation – a family-centric business – has been servicing the North Shore of Sydney and its surrounding areas. They provide expert advice on water management to landscapers, local councils, recreational spaces (including sports fields and golf courses), and domestic homeowners. Watermatic Irrigation offers a comprehensive range of irrigation products and services to the public from two locations. Based in Hornsby, this business sought a solution to meet their customers’ needs by providing a 24/7 online portal website, while maintaining excellent customer support at their brick-and-mortar shop during business hours.

“We have customers making purchases at 9pm at night at our Jim2Commerce portal. We would not be able to make that sale if we only operated during shop hours,” said Matt Wright, Procurement Manager at Watermatic.

The online portal also opened the possibility of reaching customers who thought that Watermatic was too far away to be able to deliver irrigation supplies. With the Jim2Commerce website, this new market means more sales regionally, and expanding their reach further than ever before.

Jim2 Evolves with Watermatic

Jim2 and Watermatic’s partnership started long before they were considering an online store. In 2014 owner James Simpson-Lee wanted a solution that would bring all the Watermatic business processes into one solution, have good local support, be able to keep up with emerging technologies, and grow with the business. Watermatic learnt about Jim2 Business Engine, which could centralise their operations like they intended. Accompanied with positive personal recommendations, Watermatic implemented Jim2 as their ERP (or enterprise resource planning) software solution.

Before adopting Jim2, Watermatic’s processes were largely manual and inefficient. For managing jobs, the company mainly used phone calls and paper job sheets for organisation. These methods held important reminders and records of materials used, but they were prone to getting lost or not having captured crucial details. Often, during peak times, it took several weeks to issue an invoice after completing a service, negatively affecting cash flow and forcing Watermatic to be reactive.

In response to these operational challenges, Watermatic implemented Jim2 Mobile. Their technicians immediately benefited by not having to call in for where the next job to go to was, ordering parts and attributing their labour and time to each job and project while onsite.

Subsequently, Watermatic recognised the necessity to align more closely with their clientele’s requirements. The introduction of an online portal empowered customers to independently access their financial statements,

“Jim2Commerce is much less labour intensive, and we can now make updates in-house far quicker than ever before, run promotions, and upload banners to advertise specials.”

MATT WRIGHT
PROCUREMENT MANAGER
WATERMATIC IRRIGATION



Designed, Developed & Supported in Australia, Jim2® Business Engine is a complete business solution to manage every aspect of your workflow cycle and solves the growing pains of small to medium Australian Businesses.

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thereby alleviating the need for staff to manage telephonic inquiries or in-person visits from customers wanting to find out their account balances. This self-service capability has not only optimised staff efficiency but has also enhanced the overall customer experience by providing immediate access to trade account information.

This proactive approach by Watermatic has meant they continue to provide excellent service to new and existing customers. With Jim2Commerce, they wanted to meet their customers' expectations 24/7 and continue to provide excellent service.

Two Seamlessly Connected Stores

The Jim2Commerce portal is fully integrated to their Jim2 ERP software platform and this means that the two solutions are seamless. Any changes made in Jim2 are immediately viewed on the website. The website offers customers the ability to access what they need for an upcoming irrigation project, view their previous purchases, and see whether there is stock on hand or if the product is currently on back order.

The website is an extension of the Watermatic Irrigation brand, and Matt says that compared to their previous online portal, Jim2Commerce is much less labour intensive. They can keep it fresh themselves by uploading new banners, page slides and promotional imagery much quicker than ever before. This translates into a more productive team. Being able to make changes on the fly without outsourcing to a third party has led to quick turnaround times on promotions and specials and enhancing the customers' user experience on the online portal.

Matt also commented that they use detailed product descriptions and various brands associated with their products to drive traffic organically to the online portal with good results. In future they would like to improve their 'findability' using a third-party Search Engine Optimisation (SEO) agency to improve their traffic results. Having installed Google Analytics (GA4) with their Jim2Commerce portal, they are able to view in the GA4 dashboard where their traffic comes from, which pages are popular, how long guests stay on the website and any issues that need to be fixed to improve their ranking.

Matt says that because of the intuitive user interface, the portal is very easy to administer, and even though he is not a technical person he is able to work out the process in which changes can be made and updates that need to be made. He also passed comment that the Happen Support team are very helpful and quick to share resources. This partnership has brought the team at Watermatic peace of mind by knowing that additional support is just a phone call away.



HAPPEN BUSINESS IS A 100% AUSTRALIAN MANAGED AND OPERATED COMPANY

Key Benefits

- Improved customer service
- Intuitive Jim2Commerce interface
- Accurate stock levels ensure customer satisfaction
- Seamless updates between Jim2 and Jim2Commerce
- More sales are being made by Watermatic using Jim2Commerce 24/7
- Customers can view their sales history, invoices and account balances

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