

60 Second Case Study

One-Stop Shop



Customer Overview

- Coldwell Banker Residential Real Estate.
- Coldwell Banker needed a system that would assist their Marketing Department with procurement and fulfillment of their marketing items such as literature, forms, and promotional items.
- The system needed to serve 120 offices and over 5,500 agents throughout the state of Florida.

Application

- Automated procurement and fulfillment system.

The Problem

- Inventory management was a major challenge.
- Order process was completely manual.
- Utilized several suppliers; therefore, not able to capitalize on their spend volume.
- Challenged internally to manage the entire process.

The Solution

- GBS provides an online customer portal called MyGBS, which encompasses creating, managing, storing, tracking, and retrieving all Coldwell Banker's marketing items.

The Benefit

- Currently, Coldwell Banker averages a 23% cost savings by utilizing GBS approved strategic suppliers.
- By utilizing this system, employees are now able to redirect their focus to more value-added responsibilities.
- 24/7 access to user-friendly requisitioning and management system.
- Real-time reporting on item usage provides more efficient management.
- Order history allows Coldwell Banker to gauge the most accurate levels of inventory replenishment.
- Items can be converted easily to downloadable forms in order to save on print cost whenever possible.
- Continued benchmarking to determine additional performance and cost-savings opportunities.



For more information about how GBS can help you,
contact us at 1.800.552.2429 or marketing@gbscorp.com