

## eTurns TrackStock Case Study

How RED RHINO Cut Inventory Count Time by 75%, Automated Replenishment, and Hit Its Revenue Goal with eTurns

### COMPANY **RED RHINO The Pool Leak Experts**

Nationwide ~200 Field Specialists | Expanding Across the United States

“Jobs aren’t bleeding over into the next day anymore. We’re completing jobs on time, adding more jobs, and I’m positive eTurns had something to do with us hitting our revenue goal last year.” — Jonny Wall, Inventory & Purchasing Manager, RED RHINO The Pool Leak Experts

**RED RHINO uses eTurns TrackStock across all its branches to manage parts and supplies for 200 field specialists — enabling real-time inventory visibility, automated replenishment, faster cycle counts, and reliable financial reporting.**

### The Problem Being Solved

Running a fast-growing field service company without reliable inventory data means missed jobs, frustrated technicians, and financial reports nobody trusts. RED RHINO’S previous inventory software couldn’t keep up as the company scaled nationally.

Counts were error-prone and consumed an entire workday. Reporting produced raw Excel dumps with no structure.

RED RHINO faced these problems:

- Monthly inventory counts took 8 hours per branch — errors went undetected until it was too late
- 5–6 screens required just to count one item; no discrepancy review before applying counts
- Raw Excel data dumps with no custom reporting for finance
- No receiving functionality — incoming inventory went untracked
- Label creation was manual and distributed branch-by-branch via email
- Competitors quoted up to \$100,000 to implement a replacement — with outside teams required at every location

### How eTurns Works at RED RHINO

#### Mobile Scanning & Point-of-Use Pulls

- Specialists scan barcode labels to pull parts each morning — only a few taps required
- Role-based access limits specialists to their assigned room, eliminating cross-branch errors
- Specialists check live on-hand quantities from the field to avoid unnecessary return trips
- Branch managers see real-time inventory at all times

#### Automated Replenishment with Min/Max

- Min/max thresholds trigger suggested replenishment orders automatically
- Parts are always stocked — specialists arrive prepared and complete more jobs per day
- Commission-based pay means fully stocked trucks directly increase specialist earnings
- Eliminated COVID-era overstock by identifying unused items and phasing them out

#### Cycle Counts with Discrepancy Review

- Counts organized by category — branch managers move efficiently through the warehouse
- Discrepancies visible on-screen before counts are applied, not after
- Monthly valuations now accurate and stable — no more wild swings for the finance team

#### Custom Reporting & Label Management

- Custom weekly reports sent automatically to finance for branch inventory valuations
- First-ever company-wide usage and receiving data — now being used to negotiate better supplier agreements
- Label creation managed centrally by one person in eTurns, blanketed across all branches instantly

## Operational Benefits

### For Branch Managers

- Inventory counts cut from 8 hours to 2 hours — a 75% reduction per branch per month
- Discrepancy review before applying counts means accurate, trustworthy valuations
- Automated replenishment orders mean parts arrive before stockouts occur
- Stable monthly valuations support accurate annual budgeting

"With our previous inventory software, you couldn't tell if you had a discrepancy. eTurns lets you see it, notice a discrepancy, do a recount if necessary, and verify before you apply."

### For Field Specialists

- Parts stocked and ready — no mid-job trips to a distributor or supply house
- More jobs completed per day means higher commission earnings
- Simple app with role-specific functionality — fast to learn, easy to stick with

"The app is very easy. We gave them limited functionality so they only have a few things to do. Anything that makes it easier for service techs, they're going to use it more."

## Fast, Affordable Implementation

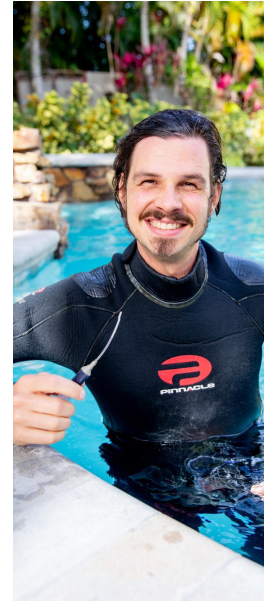
Competitors quoted up to \$100,000 to implement — and required outside teams on-site at every branch. Jonny handled the entire eTurns rollout himself, organizing warehouses by category, tagging items, configuring rooms, and onboarding specialists with a Teams message and a short training video he created. New users are scanning on day one.

"A lot of the other companies had massive implementation costs. eTurns provided the most cost-effective solution and allowed me as one person to implement it across all our branches. I love it, I love it, I love it."



## Why RED RHINO Recommends eTurns

"eTurns has been very helpful with branch logistics, financial tracking, and ease of adoption. We've never had inventory data like this before — and we'll use it to negotiate better prices and purchasing agreements with our suppliers. It's allowed us to save time, reduce waste, and maximize revenue. I'm positive it's made a difference." — Jonny Wall, Inventory & Purchasing Manager, RED RHINO, The Pool Leak Experts



## KEY TAKEAWAYS

- Inventory counts dropped from 8 hours to 2 hours per branch — a 75% time reduction
- Discrepancy review before applying counts eliminated the errors that made financial reporting unreliable
- Automated min/max replenishment keeps specialists fully stocked — directly increasing job completions and commission earnings
- One person implemented eTurns company-wide at a fraction of competitors' costs
- First-ever company-wide usage data now positions RED RHINO to negotiate better supplier agreements

