

With over 100,000 decorating consultants, Home Interiors is the largest direct seller of home accessories in North America. The firm's headquarters are located in Dallas, USA, and since 1995 it has had regional office, Home Interiors de México and a distribution center in Monterrey, Mexico.

## Home Interiors de México Aligns its Strategic Plan with QPR ScoreCard

### CUSTOMER CASE:



*"QPR software products have allowed us to communicate our company's strategy in a very easy and fast manner - now we can make better decisions and turn them into actions more quickly."*

*Fabián Uribarren A., CEO,  
Home Interiors de México*

Home Interiors is known in the US as one of the leading companies in the home accessories and gifts retail sector. Their products are suitable for and able to satisfy the different lifestyles, tastes and preferences of their clients. Their selling method through hostesses and catalogues enables the customer to obtain personalized service and proper decorating consulting.

### The challenge and original goals

Home Interiors de México initiated the project to measure performance through the use of Balanced Scorecard methodology for several reasons:

- The growth level of sales had started to slow down.
- Time and money were invested in isolated tactics to strengthen sales, but results were barely visible.
- Some even thought that the company had reached its mature stage as a business.
- They realized they were lacking a solid platform to coordinate activities that would lead and guide the organization to reaching common goals.
- They needed to ensure the clear and easy communication of the business strategy to all their employees.
- They had to make sure that the right actions were being taken in order

- for the company to move towards its strategic goals.
- They needed to know that the right indicators were being measured.

### Activities

Although it had not been previously identified as such, Home Interiors de México did have a strategy. It was only when the company achieved the strategic alignment of the Executive Team through QPR ScoreCard, that each manager and department visualized themselves in it. This made it first possible to develop organizational synergies.

Home Interiors de México was able to generate initiatives that required collaborative participation and feedback in its strategic planning. By implementing QPR ScoreCard they acquired an efficient performance management tool that would allow them to administer and communicate their strategy.

BIO, QPR's local Partner in Mexico trained the personnel in order to be able to technologically implement QPR ScoreCard. During the training the first Balanced Scorecard model for the company was created.

Subsequently, the company received technical support and guidelines in setting up the server and adjusting or improving the created model, which was ready to work in a very short time and provided access to 15 users. All of the above took about 3 weeks to be completed.



*Project Team:  
Elizabeth Romero, Sheila Reyes,  
Luz M. Rodriguez and Carlos Callejas.*

## How do they utilize QPR ScoreCard?

Currently, Home Interiors de México has a corporate scorecard, which is communicated through QPR ScoreCard. It is utilized to carry out strategy revision meetings, to globally revise the strategy map, to validate cause-effect relations between processes, analyze cause-effect relations on strategic issues and to analyze indicators and linked initiatives.

All the above-mentioned information is currently taken into consideration when making decisions and assessing the performance indicators. Today, QPR Score Card provides employees with timely, accurate and relevant information about the factors that influence organization's performance. All decisions are based on actual data.

## Benefits

The use of QPR software provides Home Interiors de México with an integral solution that enables them to

facilitate internal communication within the organization, allowing them to work in a more efficient way, since they can now allocate the resources to the areas with a larger strategic impact.

It allows them to plan with more clarity and beyond the short term, and to systematically monitor all key performance indicators and initiatives, which keeps their personnel motivated and committed and gives them a better understanding of the impact of their positions in the company's results.

*Within only 3 weeks Home Interiors de México had trained their personnel and created their first model.*

## Why QPR ScoreCard?

Home Interiors de México chose QPR product because of several reasons:

- **Certified tool:** QPR Software Plc is an organization fully focused on producing the absolute best BSC software, according to the requirements of the Balanced Scorecard Collaborative. QPR ScoreCard is a mature product validated by the thousands of users.
- **Quick implementation:** QPR ScoreCard is a user-friendly tool regarding both its short implementation period and the reaping of benefits from it.

*In the short run, we can see results in our return on investments in time and money.*

- **Fast learning curve:** QPR ScoreCard is very intuitive. This will allow the company to manage changes and updates to the Strategic Plan in a more effective and efficient way.
- **Scalability:** QPR ScoreCard allows companies to have thousands of users using it at the same time. Because of this, Home Interiors de México can reach all operating work stations in order to fulfill the Strategic Plan, where each one can

enter their plans and objectives in alignment with the company strategy.

- **Easy maintenance:** QPR is highly agile when it comes to incorporating changes to the strategic management model, both from within the organization or the environment. In consequence, whenever a modification is needed users do not have to spend much money nor invest a lot of time and effort to get it done.
- **Multi-user:** Collaboration between all users takes place easily through QPR Portal. It offers the possibility for integration with business productivity documents, such as Microsoft Office, project plans, task or action plans and integrated Business Process Management. This allows management to keep the users committed to the monitoring of the action plans required to achieve the fulfillment of the Strategic Plan.
- **Experience:** QPR Software has around 1,000 clients worldwide.
- **Process Integration:** It is possible to integrate QPR ScoreCard and QPR ProcessGuide, which makes the integration of organizational processes with their different resources and timeframes possible, aligning them to the strategy. This feature enables Home Interiors de México to not only count on an aligned Strategic Plan but also to have operative control over their processes, which at the same time allows them to have or retain an ISO Certified Quality Enterprise.
- **Robust:** QPR Software is considered a leading strategic planning and process software producer, fulfilling functional and technical standards with all its products.

## Future Actions

The next step for Home Interiors de México is to automate the integration of QPR ScoreCard with external sources of information, which will be studied in the near future.