PHALANX®

CASE STUDY | THE HIREMAN

> Our hire desks are now doing less high-volume, mundane work. They're focused on the high-value work that they're uniquely qualified to do.

Neil Graham, Managing Director, The Hireman

THE HIREMAN

The Hireman operates four busy depots serving professional contractors across London, the Home Counties, and the South East.

Hundreds of items go out and come back every day - power tools, access equipment, plant, and machinery, alongside a wide range of sale items including site consumables and gas. It's a fast-moving, high-volume tool hire operation where service and responsiveness matter.

Orders arrive through multiple channels: phone, email, mobile application, and web portal. Customers expect fast responses, accurate information, and clear communication. The Hireman holds itself to strict internal service level agreements to deliver exactly that. The hire desk needs to be responsive, available, and focused on building customer relationships.

> With paper-based processes, things can sometimes be missed, which can lead to delays. We wanted our team focused on customer communication - that's where the value is. But routine paper processing was consuming capacity that could be far better used elsewhere.

David Porter, Finance Director, The Hireman

THE CHALLENGE

Throughout the day, the hire desk had to process a steady flow of delivery and collection notes as equipment went out and came back. Orders needed to be opened in the hire system, handwritten notes checked against what was scheduled, discrepancies identified, and confirmations completed. What should have been a straightforward operational task required constant attention and regularly competed with customer-facing work.

Clearing routine paperwork meant the hire desk was already extremely busy at peak times, just when customers needed fast, responsive service. It also distracted the team from tasks that genuinely required judgement, experience, and quick attention.

As customer expectations continued to rise - particularly around consistent communication, clear audit trails, and fair, evidence-based dispute resolution - manual processes were increasingly being stretched. Damage assessments, for example, required a level of documentation and consistency that is difficult to sustain at scale without system support.

The hire desk understood exactly what was required, but the volume of manual confirmation work absorbed time better spent on higher-value activity. The business had reached a natural point where its systems needed to evolve.

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If your hire operation is outgrowing manual processes, let's talk about what's possible.

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THE REQUIREMENT

The Hireman needed a system that could automatically verify deliveries and collections by matching what went out with what came back, line by line, order by order. Where everything matched, the order should confirm itself - no manual checking required.

This wasn't about replacing paper with screens. It was about removing routine verification work altogether, so hire controllers could focus on what builds customer relationships: answering questions, solving problems, and providing great service.

PHALANX integrated seamlessly with The Hireman's existing hire management system and delivered exactly that - automatic order confirmation when deliveries and collections matched, freeing the hire desk from repetitive checks.

THE SPARTAN SOLUTION

PHALANX works in two stages. When a driver delivers or collects equipment, photos and confirmations are captured on a mobile device. When equipment returns to the depot, it is verified again. If both stages match the original order, with no damage and no missing items, the system confirms the order automatically.

The hire desk only sees exceptions - orders that don't match, items flagged as damaged, missing equipment, or situations that require human judgement. Everything else processes itself.

> "Our hire controllers can now spend more time communicating with our customers and solving problems before they happen. It's the same people, but they're now doing more important work, instead of checking paperwork."

David Porter, Finance Director, The Hireman

THE RESULTS

The impact has been huge. With **PHALANX** in place, 60%–75% of orders now confirm automatically, without any human intervention.

The hire desk now has the capacity to respond more quickly and consistently to customer enquiries. Teams proactively manage exceptions, provide guidance on equipment selection, and focus on preventing issues before they escalate. Communication is clearer, evidence is available instantly, and processes are consistent across all depots.

> "Our hire desks are now doing less high-volume, mundane work. They're focused on the high-value work that they're uniquely qualified to do, which makes us a better partner for our customers. And because the work is more enjoyable, our teams are happier and less stressed. It's a win-win!"

Neil Graham, Managing Director, The Hireman

The customer experience improved across the board. Order confirmation happens in real time. Proof of delivery and collection reaches customers faster. Communication is consistent. Information flows without delay. Equipment availability is more accurate because confirmations happen automatically as work is completed.

> "This is what good automation should do. Handle routine work that doesn't need human judgement, so skilled people can focus on the work that does. The Hireman already knew how to deliver great customer relationships. PHALANX gave them the capacity to do more of it."

Jim Green, CEO, Spartan Solutions

KEY BENEFITS

- *60%-75% of deliveries auto confirm without human intervention.*
- *Hire desk freed to focus on customers, not paperwork.*
- *Specialist exceptions team handles damage and missing equipment.*
- *Real-time order confirmation, with no delay.*
- *Consistent processes enforced across all depots.*

Spartan Digital Operations

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