

OPERA 3 SE CASE STUDY:

G.W. & E. WRIGHT
LEADING ELECTRICAL CONTRACTOR



EMBRACING VOLATILITY

In the wake of Brexit, Covid and the Russia-Ukraine war, the building industry has seen huge volatility in the prices of materials, availability of labour, and demand. While materials prices have steadied, the current economic picture means that the market is still seeing fluctuations in demand, with certain areas slowing while others pick up speed.

In light of this, labour is, without a doubt, the biggest challenge in the sector currently, according to Kevin Gower, company secretary and finance manager at G.W. & E. Wright.

“Challenges pertaining to labour are two-fold. I think few in our industry were immune to the dip in availability of skills in the aftermath of Brexit, resulting in a smaller talent pool. But our biggest challenge as a business is ensuring the right levels and availability to service the fluctuating types and volumes and projects we have on at any given time. With 35-40 electrical contractors working for us and around 12 sites, we have to balance resourcing carefully to meet service levels efficiently and profitably.”

“Opera 3 SE enables us to run our business in a simple way”

AT A GLANCE

CHALLENGES

- Skilled labour shortage
- Offering good service levels
- The need to manage last minute customer demands

BENEFITS

- “Agility is absolutely key to our business in 2025”
- Greater visibility and ease of data access
- Real-time access to customer invoice status



ABOUT G.W. & E. WRIGHT

One of the South East's leading electrical contractors, G.W. & E. Wright is an electrical installer and services company. With customers including large housebuilders, its ethos is focused on quality, service and transparency, and its 50-year legacy working with major customers such as Taylor Wimpey and Berkeley Homes is testament to its reputation.

SECURING THE RIGHT DIGITAL FOUNDATIONS

As a long term user of Opera, G.W. & E. Wright recently upgraded to the latest version, Opera 3 SE. Working closely with partner Profile Technology Services, the upgrade was designed to ensure access to the very latest updates, functionality and support, and maintain the value Opera 3 SE brings to G.W. & E.'s business in supporting some of the business challenges it faces.



“For many years, Opera 3 has represented the backbone of our operations. We typically get a call at 4pm on a Friday from customers about the following week’s projects, and because we have the insights from Opera 3 SE from which to understand our entire portfolio, labour position and profitability, we are in the best position to respond and deliver accordingly.”

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SIMPLICITY IN A COMPLEX SECTOR

“Opera 3 SE enables us to run our business in a simple way. We can simply download the data we need, use pivot tables to provide the analysis and pull together the reports we need.”

“Every single purchase on every project is logged in the system’s costing module, which picks up purchasing data to maintain control over all spending. This is crucial as any anomalies can be picked up quickly to highlight exactly what has been spent on a given job, and ensure this is in line with forecasts. If for example, labour, materials, or subcontractor costs are higher than expected, it affords the finance team the opportunity to investigate and look into why.”

This visibility not only keeps G.W. & E. Wright’s projects on track but means that month end represents a platform for planning the subsequent period. The team can prep numbers based on robust cost analysis which informs and projects performance accurately.

“Using Opera 3 SE we can drill down to an invoice and search by person, job or week. This is key to our business as we’re quoting all the time and under pressure to combine competitiveness with service. This visibility of all of our jobs affords us the reference points to provide our best prices based on experience, insight and opportunity. We know where we have the margin to be able to trim a quote to win a piece of business and can plan and make better decisions.”

LOOKING AHEAD

“Having worked with the team for many years, I can say hand on heart that Profile is a truly great partner. Not only do the team support us well, they have an authentic and customer-focused work ethic whereby they just call for a chat, to check in and see if we’re doing okay, which is rare in a world focused on automation and processes. We really value this, and combined with their speed and responsiveness when it comes to resolving issues, means that we have every confidence in their support going forward.”

“Agility is absolutely key to our business in 2025,” Kevin concludes. “Supported by Profile, Opera 3 SE gives us the means of delivering the service and quality we are known for at the most competitive, prices and securing market share as we navigate the years ahead.”