

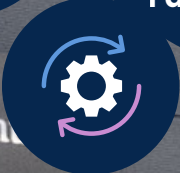
Business Case Study

How **Falcon Contract Flooring** became the UK's leading Flooring Specialist with 5 years of support from strategic partner **Circyl**



"Within months, we moved from missed orders and daily chaos to knowing exactly what was happening, where, and who was responsible. The whiteboards came off the walls because we did not need them anymore."

Charles Hassall,
Managing Director
Falcon Contract Flooring



Overview

Falcon Contract Flooring is a leading commercial flooring specialist, based in the West Midlands. They are trusted by leading brands to deliver some of the UK's largest, most technically demanding projects.

Over the past decade, the business has more than doubled its revenue while maintaining a lean, resilient team. This success is the result of a clear vision, smart investment in technology, and an enduring partnership with Circyl.

What began as an urgent rescue from disorganised, paper-heavy processes has become a living business platform that supports Falcon's performance, growth and industry leadership - no matter how tough the market becomes.

Challenge: From whiteboards and spreadsheets to the COVID crisis

Before the partnership with Circyl began, Falcon's operations ran on disconnected spreadsheets and huge whiteboards that entirely covered the office walls. These boards displayed daily job schedules for dozens of teams. One accidental wipe, or misplaced update, could disrupt an entire week. Project managers kept separate diaries, information was repeated across files, and the back office spent days reconciling mismatched figures.

When the pandemic struck, Falcon recognised this was the time to build something great, cash flow was at risk of collapsing, and leadership faced an urgent need to rebuild on stronger foundations to protect jobs and future growth.

"Falcon had a clear view on both the direction the business was going and their operational process, this made it easier for us to build a solution that aligned to their business"

Jason Betteridge, Managing Director
Circyl - The Digital Transformation Experts

Solution: A phased, continuous evolution

Phase One: Stabilising Operations

Circyl's first priority was to build a basic but brilliant enquiry section to replace the huge amount of spreadsheets with a single, centralised platform for managing every job and project. Schedules that once filled entire walls were captured digitally and shared in real time. Everyone gained visibility over what was happening, where teams were working, and what resources were needed. Mistakes were caught early, not after the damage was done.

"From the beginning, Falcon have continuously presented us with new challenges, sometimes the solution to a problem was a first for us both. We appreciate the trust and openness that we share"

Andrew Morgans, Technical Director
Circyl - The Digital Transformation Experts

Phase Two: Scaling with Confidence

With strong foundations in place, Falcon and Circyl began to expand the solution's capability. Warehousing, stock control, purchasing, and supplier management were integrated into the same environment. Managers could check live dashboards for deliveries, invoicing and outstanding work without chasing multiple teams for updates.

"We had spreadsheets everywhere. Jobs were missed, files were duplicated and problems crept in constantly. We lost £150,000 on a system that never worked.

Then COVID arrived and wiped £11 million off our order book overnight. We saw this as a huge opportunity!"

Charles Hassall, Managing Director,
Falcon Contract Flooring

Phase Three: Continuous Improvement

Unlike a one-off project, Falcon's platform keeps evolving. Leadership works directly with Circyl's consultants to design new features, automate more tasks, and keep the system aligned with changing demands. Nothing sits still for long - if the business changes, the system changes too.

Business Impact: Efficiency, Control and Resilience

The results have transformed the business. Reports that once took days are now available in minutes. Errors and duplication have been eliminated. Every stage, from initial enquiry to final payment, is visible and controlled.

Falcon has grown from £7million to more than £15.5 million turnover while keeping overheads lean. With scheduling and administration fully digitised, the team now focuses on delivering complex, high-value projects - and doing so with speed and control that others in the market cannot replicate.

Strategic Enablement

The platform built with Circyl is more than an operational tool - it is Falcon's competitive advantage. No other flooring contractor in the sector runs a single, adaptable system covering scheduling, stock, purchasing, reporting and margin protection. This level of control means Falcon bases decisions on facts, adapts quickly to market shifts, and maintains strong profitability despite economic headwinds.

"We reduced six full-time admin positions down to two while doubling turnover. That saving alone paid for everything many times over."

Charles Hassall, Managing Director
Falcon Contract Flooring

Component Parts

The solution spans every major function within the business. Sales opportunities are managed through a central CRM, with structured enquiry capture and follow-up built directly into the platform. Estimating workflows produce itemised, margin-controlled quotations, which in turn feed project set-up and scheduling processes and fully integrated with Sage Intacct.

All warehousing activity is managed within the same environment. This includes goods-in, job allocation, stock movements and delivery tracking - with real-time visibility shared across project management and logistics teams. Procurement is fully integrated, with purchase orders synchronised directly into Sage, removing the need for dual entry or reconciliation.

"It was never just about scheduling or sales - it was about creating a connected system that gives Falcon control from end to end. Everything we built was geared towards how Falcon works in the real world. We were not designing software - we were solving problems."

Andrew Morgans, Technical Director
Circyl - The Digital Transformation Experts

Component Parts cont'd.

At the operational centre is the scheduling engine - a dynamic visual interface that has replaced Falcon's dependency on the old physical whiteboards. Managers can view jobs across multiple teams, assign and reassign resources, and respond to last-minute changes with full context. Each module is part of the same solution, built around shared data and a consistent user experience.

Technical Solution

The entire solution is built on Microsoft Dynamics 365, which serves as the core platform for job control, scheduling, warehousing and commercial management. Microsoft Dataverse provides a secure, scalable data platform, acting as the single source of truth across all business areas.

Custom-built Power Apps extend Dynamics with role-specific workflows - including warehouse scanning, field service capture, estimating tools and resource planning. These applications give users a tailored interface while maintaining consistent records across the business.

The scheduling component is a custom-built application module embedded directly within the Dynamics environment. It enables job coordination and assignment to happen in real time, replacing Falcon's legacy whiteboards with a living, centralised planning and scheduling dashboard.

Power Automate connects every component with event-driven logic. It routes data across the platform, triggers updates, and reduces manual effort in processes such as job creation, stock allocation and order management. Business insight is delivered through Power BI, and a series of custom coded plug-ins allow Falcon to handle barcode scanning, cloud-based printing, and seamless Sage integration.

All of this is delivered within Microsoft 365, giving Falcon a unified, secure workspace that can be accessed from site, office, warehouse and off-shore support team - with no reliance on external platforms or disconnected systems.

Technologies Used



Microsoft
Dynamics 365



Microsoft
Dataverse



Microsoft
Power Apps



Microsoft
Power
Automate



Microsoft
Power BI



React JS

"No other flooring company has this system. Competitors are trying to catch up but they will never get close. Falcon makes sure we stay ahead by innovating daily and because Circyl give a sh*t as much as we do"

**Charles Hassall, Managing Director
Falcon Contract Flooring**

"Dynamics sits at the heart of everything, and we've used the Power Platform to its fullest - leveraging our unique integration with web applications to bring the whole solution to life.

**Andrew Morgans, Technical Director
Circyl - The Digital Transformation Experts**

Solution Approach

The programme followed a phased, continuous delivery model, allowing Falcon and Circyl to evolve the platform in step with operational priorities.

In the initial phase, Circyl replaced manual spreadsheets and whiteboard planning with structured workflows inside Dynamics 365. From job creation to field scheduling, every step became visible and repeatable – giving the business a stable base to operate from.

The second phase added greater depth.

Procurement, warehousing, and stock management were absorbed into the same system. Teams were no longer passing printed documents, sharing spreadsheets or chasing updates; instead, they now work from a shared record that reflected the actual status of each project in real time.

In later phases, Circyl introduced automation, real-time reporting, and user-specific applications. These changes allowed Falcon to streamline its processes further while supporting a growing workload with fewer overheads. Integration with Sage and barcode scanning helped to eliminate paper-based steps, while on-site capture ensured that data from the field was accurate, timely and actionable.

Circyl's model was not to build once and walk away. The relationship has remained active throughout, with new features introduced regularly to meet operational demands and strategic goals. The result is a solution that continues to grow as the business grows.

Outcome

Circyl's model was not to build once and walk away. The relationship has remained active throughout, with new features introduced regularly to meet operational demands and strategic goals. The result is a solution that continues to grow as the business grows.

What began as a targeted improvement to Falcon's scheduling challenges has grown into a business-critical platform - one that supports every area of the company and reflects years of smart, evolving design.

Five years later, the partnership with Circyl remains central to how the business grows, solves problems, and stays ahead of the market.

New ideas keep flowing, improvements continue, and Falcon moves forward with confidence.

"Circyl has always been honest, transparent and willing to challenge ideas when needed. That is why we trust them after all these years. They feel like part of the family."

**Charles Hassall, Managing Director
Falcon Contract Flooring**

"We built the scheduler to operate the way Falcon does: it's unique, fast, and innovative. The system has evolved with the business. As new needs arise, we design, test, and release - no drama, no disruption"

**Andrew Morgans, Technical Director
Circyl - The Digital Transformation Experts**