

Case study: Constant Companion

From tech sourcing and kitting to distribution and installation: a partnership handled with care.

The client

Constant Companion is committed to improving people's lives and providing help when it's needed most by having created a powerful, world-class medical alert and personal emergency response system (PERS) that works hands-free with smart speakers. It's customized, ultra-secure, smart and safe security-enabled. These voice-assist, whole-home systems have a privacy guarantee, are easy to use and fun. It was developed to assist people, create moments of joy and reduce loneliness while providing A+ rated emergency medical response.

The challenge

One of the greatest overall challenges for Constant Companion was the need to scale quickly to manage the exponential growth they had been experiencing, partially owed to the acquisition of a major nationwide healthcare provider contract, specifically requiring roll out of their enterprise platform for approximately a quarter of a million users, which would include managing production, delivery and installation. Also, in serving other large national customers and communities, Constant Companion was quickly reaching maximum daily output; they needed to push a portion of their orders to the next day and beyond, a model deemed not sustainable with high growth. The company was also feeling the limitations of its small geographic footprint for deliveries and installations that spanned the country.

The solution

Best Buy® Business closely partnered with Constant Companion to help solve production limitation issues with robust manufacturing and kit-building capabilities, rounding it out with proven distribution systems. These tailored solutions helped streamline the supply chain and assisted additionally by providing production, kitting and shipping services, including warehousing for all the supplies needed for order fulfillment.

To complete the path to the customer, Best Buy Business provided first-class shipping and distribution options. Mark Gray, Constant Companion founder, President, CTO and CEO explains:

"Best Buy Business offered to do three things for us: firstly, manage supply chains for us. We're talking everything that goes into creating our kits—all the electronics, such as Wi-Fi routers, smart speakers like Google and Amazon Alexa and screen components, for instance.

"Second, they offered to do the actual kit building, because we were aggregating a bunch of the off-the-shelf parts into a working kit.

"Lastly, Geek Squad® performed the distribution, delivery and all of the installations. Having such timely delivery to our clients in select federal health insurance programs and within the medical industry, it amounted to an additional 53,000 or so kits and installs, and all within the same quarter. Best Buy Business was instrumental in helping us go from the little engine that could, to a major player—and all during a pandemic. They told us, 'we will be there for you, and we can do this journey together.'"



Example kit includes smart speakers, smart router and compact smart display.

"The fact that Best Buy Business is willing to maintain inventory of our supplies, fulfill, ship and deliver orders for us is a major benefit. I am so pleased with how they work with us and focus on continuous process improvements to help us continue to scale."

— Mark Gray,

Constant Companion founder, President, CTO and CEO

"Best Buy Business really has been like an extension of our own company," Mike Perkins, Vice President of Strategic Partnerships adds. "They deal with us exactly like we're a department within Best Buy Business... so collaborative about problem-solving together, and their responsiveness just isn't something you'd expect from a very large company, with a lot of irons in the fire, to pay this much attention to us. They assigned an exemplary group to us, so we have access into every single resource available. I'm probably talking with them three or four times a day about specifically pushing projects and initiatives forward with their help, so it feels as much a part of our own company. How could it get any better than that?"

Solution at a glance:

Problem Solving: Our dedicated Account Managers worked as collaborative partners to provide insights and real solutions to help overcome challenges of the past.

Supply Chain Management: Procuring all of the essential smart technology that goes into the kits: Wi-Fi routers, speakers and displays.

Kit Building: Handling all of the technology aggregation and ensuring everything works together; then putting it all together in one package so it works right out of the box.

Distribution: Every kit was assembled and shipped from state-of-the-art facilities, such as Geek Squad City.

Delivery & Installation: Our nationwide Geek Squad team of professional installers coordinated and delivered each kit to multiple clients and locations, performing installations in a timely manner.