

ADVANCED SALES TOOLS NET BOTTOM LINE RESULTS

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CLIENT SUCCESS STORY

Top executives from a leading packaging and janitorial supplier in North Carolina are thrilled with the dramatic improvement to their business operations achieved after converting to DDI System’s Inform software. Innovations in sales, customer relationship management (CRM), analytics and more have made a meaningful impact on their overall business and on their bottom line.

Company Facts:

- Headquarters: Winston Salem, NC
- Industry: Janitorial & Sanitation
- Previous Provider: Prophet 21
- Website: Tarheelpaper.com
- Buying Group: The United Group

Features Highlighted:

- Strategic Pricing
- Reporting/Analytics
- Email Marketing
- Accounting Management

Benefits Gained:

- Expanded into 3 location operation
- Gained mobility which increased sales and customer service levels
- Field sales access to customer-specific pricing and information outside of the organization

Tarheel Paper Co. began as a single location janitorial and packaging distributor. Since 1980, they have grown into a three location industry leader with over 5,000 products in stock and over 165,000 square feet of warehouse space. Previous software solutions proved difficult for their sales driven organization throughout their growth process. Tarheel’s previous system did not support multiple locations and did not provide advanced sales tools in the core application.

When frustration levels hit an all time high for their field sales team, Tarheel Paper went looking for a new solution - choosing DDI’s Inform ERP Software for it’s integration of the latest technology advancements and ongoing development.

Sales Tools That Make a Difference

“The driving force to change was our lack of sales functionality. Inform’s accessibility of information for our outside sales team has been the most significant benefit to our organization” explains Ted Shelton, VP of Operations. “With our previous system, it was all or nothing. I couldn’t give salespeople access to just their customer information and block them from other sales accounts. This forced us to manually run reports for each sales person. Inform has energized our sales team overall. Customer specific information is quickly obtained and pro-active account monitoring avoids any potential surprises.”

Increasing Customer Satisfaction

These advanced sales tools are not only impacting Tarheel Paper as a company but also Tarheel's customer base. Sales people are better able to forecast their customer's needs. This ensures the right products are in stock when their customers are ready. The ability to view product margins by customer has increased profitability and minimized margin error rates. "When margins are below certain parameters, the system shoots me an email" says Ted, "I'm able to contact the sales person directly and follow up. Sometimes, there's a reason for the margin issue, other times it catches errors that would have gone unnoticed without this email." These automated email notifications continue to be a coveted feature - creating operational efficiencies and highlighting potential issues.

Essential Information with the Click of a Button

DDI's analytic features are another way Inform is effecting Tarheel's operations. These analytics provide unprecedented insight into the strengths and weaknesses of distribution operations. "I really like the way Inform's business analytic tools work. Pertinent information such as company sales, inventory levels and more are readily available. Drill down reporting allows me to easily review our overall performance levels and ensure we're on track," continues Ted.



Inform's sophisticated report writer has also become a staple for Tarheel Paper. User friendly terms allow for quick customization in a visually appealing graphical layout. Advanced Report Writer makes it easier than ever to get the information you need and provide customer requested reports. "One of our top customers requires a monthly purchase report by department prior to payment submission. We have designed a custom report exclusively for them. This layout has been saved allowing us to generate the report within moments each month. We email this information with the invoice and the entire process is done within minutes" explains Jamie Pruitt, CIO.

Email Marketing at its Best

Inform's Marketing Manager has also generated a positive response from Tarheel's customer base. Tagging each of their customers with a source code allows their marketing team to email targeted information to specific groups. These emails have resulted in several new clients and increased add-on product sales. To show the power of email marketing, Jamie tells of sending a mass email to all customers - highlighting the ability to receive invoices via email instead of mail. In the first day alone, over 30 customers switched. By email standards, that was an unbelievable response rate! DDI System is excited about the integration of mass marketing, direct mail, and direct email features that truly make a difference.

Winning with Today's Technology

DDI's Inform software solution had the complete set of business tools plus innovations in CRM, sales tools, analytics, and more Tarheel Paper Co. was looking for. These features have allowed them to gain control over their operations and greatly enhance the sales process. "Although I can't give an exact metric, I know our error rate has decreased. More importantly, the frustration level among my sales team has diminished as we have given them the tools to evaluate and increase their sales" concludes Ted Shelton. A win-win decision propelling this distribution leader with continued efficiency and growth.

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DDI System's Inform ERP distribution management software is a leading, industry-specific solution for wholesale suppliers. Inform ERP optimizes distribution operations, creates lean inventories, strengthens financials and propels sales to continually exceed performance goals—all while delivering an exceptional client experience unmatched by any other software provider.

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