

Customer Case Study

Towsure

Website: www.towsure.com

Company Overview

A major retailer in the camping and tow bar market with three superstores in Sheffield, Birmingham and Southampton, Towsure has an annual company turnover of £15million, sends out half a million brochures every year and sells through its own websites plus e-Bay and Amazon. Products are also sold by many other branded companies, who need their own stationery and terms & conditions.

The Challenge

Kinspeed first introduced Spindle Professional to Towsure to enable them to send an e-mail to the customer when an order was despatched. Consignment tracking numbers from the carrier allowed customers to easily track the progress of their order themselves on the carrier's website. This reduced in-bound customer service calls by 40% and delivered massive cost savings for Towsure.

Another big challenge for warehouse staff was loading six OKI impact printers with different stationery, for different brands, for delivery notes and invoices. A huge amount of human, manual intervention was needed to ensure sales orders were printed correctly.

The Solution

Kinspeed suggested using stationery created through Spindle Professional and three HP laser printers; one for express picking notes, one for standard picking notes and one for invoices. Kinspeed added the brand to an analysis code in Sage 200 sales order processing and changed Spindle Professional to use the appropriate Word backdrop for the different companies. Invoices were filed electronically in Sage 200, against individual customers, using Spindle Professional's document management features. Towsure has a 100 user Sage 200 system and Spindle Professional for 50 users.



"Implementing Spindle Professional has helped us to streamline processes, save money and improve our service to our customers – we wouldn't be without it. Now, if you need a postage stamp at Towsure you have to fill in a Capex form!"

Andrew Hogg, Managing Director, Towsure

- > Total cost savings of over £48,000 annually
- > Annual savings of £15,100 on pre-printed stationery
- > 520 hours saved annually manually organising orders, printing and separating invoices @ £10 per hour
- > 780 hours saved annually filing invoices @ £10 per hour
- > 40% reduction in inbound calls to customer services
- > Annual savings of £20,000 on stationery and postage costs using Spindle Professional to e-mail remittance advices, statements and purchase orders

What Towsure Has to Say

Andrew Hogg, Managing Director at Towsure says:

"Implementing Spindle Professional has helped us to streamline processes, save money and improve our service to our customers – we wouldn't be without it. Now, if you need a postage stamp at Towsure you have to fill in a Capex form!"

Towsure Facts

Activity: A major retailer in the camping and tow bar market

Web: www.towsure.com

Based: Sheffield, Birmingham and Southampton

Reseller: Kinspeed, www.kinspeed.com

Key Benefits

Dramatically reduces costs - document delivery by email and fax

Creates a more professional image with your company logo and branding on outgoing documents

Saves money and waste - you can use plain paper in place of pre-printed stationery

Flexible - allows you to automatically add terms and conditions or seasonal or promotional messages

'Intelligent' - pre-programmed to fax, email, print or store your documents automatically for instant retrieval whenever you need them

Spindle Professional works with major accounting systems including Sage 50, Sage Line 100, Sage 200, Microsoft Dynamics NAV (Navision), Microsoft Dynamics GP (Great Plains), Pegasus Opera II, Access Accounts, SAP Business One and more. Also works with almost any application that will print, such as Microsoft Word, Excel, Access, ACT! and Crystal Reports.

Product Range

Spindle Professional is one of a range of products available from Draycir, specialists in document distribution and credit management solutions.



Spindle
PROFESSIONAL



Credit
HOUND



Credit
GUARDIAN

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