

CUSTOMER SUCCESS



Gold Canyon Candle Co. Lighting Up Hearts and Homes

Curt and Karen Waisath searched relentlessly for ways to make a candle that would burn efficiently with a strong, consistent fragrance. Years of pouring, lighting, and sniffing led them to form the Gold Canyon Candle Co. in 1997. Today its candles are sold through in-home parties by 5,600 Distributors and Demonstrators nationwide. The company also offers a collection of baking scents, an aromatherapy line and other quality products.

The Move to E-commerce

Gold Canyon could see the high-tech writing on the wall: e-commerce was clearly a way to streamline business. With about 50 orders arriving every day, each containing up to 300 line items, telephone support representatives were swamped. Errors inevitably occurred. And Gold Canyon was finding it harder to maintain its world's finest customer service and 24-hour turnaround.

Gold Canyon had clearly outgrown its Sage BusinessWorks Accounting system, too. "When our database reached a million line items, it was time to move to the next level of business software," says Curt Waisath, president and CEO. "Our goal was to switch to 100 percent online ordering, and that required a middle-tier package with sophisticated reporting features and e-commerce capabilities. After looking at four or five alternatives, we found what we needed in Sage MAS 500 ERP."

eCustomer Speedy and Accurate

Before implementing Sage MAS 500 and its eCustomer module, up to four Gold Canyon employees created orders from e-mail and fax requests. Today, sales volume is up by 25 percent and only two staffers work in order entry. "The benefits of eCustomer are enormous," Waisath explains. "Not only can our Distributors place orders anytime, anywhere over the Web, but they also proof their own entries, eliminating the possibilities of mistakes at our end. This has streamlined our internal operations and has made 24-hour fulfillment completely feasible."

Customer:

Gold Canyon Candle Co.

Industry:

Scented candle manufacturing and distribution

Location:

Mesa, Arizona

Number of Locations

One

Number of Employees

120

System:

Sage MAS 500

- Abra HR
- Accounts Payable
- Accounts Receivable
- Cash Management
- Customizer
- Data Porter
- eCustomer
- eSalesforce
- General Ledger
- Inventory Management
- Inventory Replenishment
- Purchase Order
- Sales Order



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CHALLENGE

Find a mid-tier accounting package to support ramped-up e-commerce operations, eliminate duplicate data entry and reduce errors.

SOLUTION

Sage MAS 500 with accounting and distribution modules, including the Web-based Customer self-service module, eCustomer.

RESULTS

All ordering now accomplished online, with 24-hour fulfillment to network of 5,600 Distributors and Demonstrators nationwide, and plenty of room for future growth.

Just before an order leaves Gold Canyon's warehouse, eCustomer sends an e-mail invoice notifying the Distributor that the shipment is en route and also details its contents. "Our Distributors love this feature," Waisath says. "Because they maintain inventory in their homes, they need to have enough on hand to make speedy deliveries after a sales party. They really appreciate knowing what's on its way, so as to avoid disappointing customers."

Waisath adds that Distributors also like to know what they owe on each delivery, as this allows them to budget more accurately. He predicts that sending invoices by e-mail using eCustomer will help cut past-due accounts.

National Pricing Results

An unexpected benefit of the new Sage MAS 500 system has come from improved sales analysis. "We now dissect sales data by state, area, region, and Distributor," Waisath notes. "As a result, we know exactly what is selling and what isn't, so we can tweak our product offerings accordingly."

"We also used this information to revise our prices," he continues. "Before, an item frequently sold at different consumer prices in various regions, depending on freight costs from our headquarters in Arizona. Now, however, we're averaging out shipping costs to create a national pricing scheme. This makes our program more equitable to Distributors and their customers, regardless of location."

The switchover from Sage BusinessWorks to Sage MAS 500, both from Sage Software, was surprisingly quick. From the word "go" to 100 percent live online ordering, the entire transition took only three months. "It was a good team effort between our implementers and us," Waisath says. "They'd give us a list of homework items, and we'd hustle to get them all done on time."

"Sage MAS 500 with its eCustomer module gives us plenty of room to grow. Even at our current growth rate—zero to \$20 million in five years—we'll be able to use the system for at least another five years. If I had to do it all over, I'd choose the same package again today."

"Sage MAS 500 with its eCustomer module gives us plenty of room to grow," says Waisath. "Even at our current growth rate—zero to \$20 million in five years—we'll be able to use the system for at least another five years. We're seeing a quick return on our investment, and our Distributors are very happy with the e-commerce solution. If I had to do it all over, I'd choose the same package again today."



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ABOUT SAGE SOFTWARE

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