

Commercial Case Study

Ryland Peters and Small and CICO Books



Ryland Peters & Small and CICO Books produce illustrated gift books on food, drink, gardening, Weddings, mind body and spirit and stationery to complement their range.

The company have been attending the Spring Fair at the Birmingham NEC for over 8 years. This year Daniela Elwin, Sales Manager at the company decided to upgrade the company's approach to order taking at the show by implementing a new sales order taking system. Previously the company would take orders using notepad order forms.

Daniela says; "We knew it was time to upgrade our order taking due to the time it took for us to process orders and the amount of paperwork involved. Initially we contacted a few companies that could provide us with order taking systems, however Trisoft were recommended to us and we found them to be the most professional and had the best product.



"SalesPak from Trisoft allows us to take orders on small handheld systems completely eliminating the need for handwritten orders, that can often be hard to read, lost and take a great deal of time to fill out. Customers always need to take away a copy of their orders and we can now give them a quick print out instead of sheets of handwritten notes.

"We implemented SalesPak before the Spring Fair 2007 and after a few teething problems before the show we found that the system worked really well. All of our agents and salespeople took to using the Ipaqs after only a few minutes training, and they were all impressed with the efficiency and benefits of the system.

"One of the main advantages of the system was that it could add up the customers order as they were ordering, previously we would have to manually add the order up and often ask the customer to come back to the stand later on to get their total! We have found that by giving the customer a running total, they would order more as they knew exactly what budget they would have left to spend instead of worrying about overspending!.

"We also found that we could service each customer much more quickly, we have over 1000 products, which meant large orders would take a lot of time to manually order, with SalesPak even large orders only take 5 – 10 minutes to capture.

"Processing the orders with SalesPak is also quick and easy. Previously it would take up to two weeks to transfer the orders from the show to our distributor Macmillan. This is now done automatically at the end of each show day.

"This year we had one of the best Spring Fair's and that is down to using SalesPak. Sales were significantly increased and orders were processed and transferred quickly and easily increasing efficiency and our customer service.

"I would definitely recommend SalesPak to other companies! In fact one of our agencies was so impressed that the manager would like all her principals she sells for to use the system!"

Ryland Peters & Small and CICO Books found that the main advantages of using SalesPak at the Spring Fair 07 were:

- ✦ Running totals of the customers' orders – substantially increasing the amount each customer spent.
- ✦ No manual order taking on order pads – the time it took to take each customers order was significantly reduced.
- ✦ No lost or illegible sales sheets.
- ✦ Orders automatically transferred to the head office and distributor at the end of the day.
- ✦ Training for agents and salespeople was quick and easy.

Call now for more information or a free demonstration on: **01489 891946**
Trisoft, Accent Park, Bakewell Road, Orton Southgate Peterborough PE2 6XS
T: **01489 891946** E: info@trisoft.co.uk W: www.trisoft.co.uk



ISV/Software Solutions
Networking Infrastructure Solutions

