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CUSTOMER SUCCESS

A solution worth sticking to using Sage Business Cloud X3

Guru Labels finds success with Sage Business Cloud X3 deployment.

As its name suggests, Guru Labels is a specialist label printing company. It provides all kinds of self-adhesive labels and stickers plus graphic design, printing and packaging to meet the needs of clients such as sole traders, city councils, franchises and major retail chains. But more than that, Guru Labels is a company that has harnessed the immediacy of the digital age to build a successful business based on rapid turnaround of jobs, from quotes to printing and delivery.

The push to integrate business systems

In early 2013, Guru Labels signed a deal to deploy Sage Business Cloud X3. The plan was to replace a variety of stand-alone systems with a single, integrated solution that could bring together data from Guru Labels' manufacturing, inventory, purchasing, finance, CRM and sales systems. This would enable the organisation to improve job scheduling, reduce costs, retain margins and provide rapid responses to quotes that ultimately leads to high customer satisfaction rates.

Company
Guru Labels

Location
Australia

Industry
Printing

System
Sage Business Cloud X3

Nick Lowe, Sales Director at Guru Labels, explains, "We reviewed several vendors who could rapidly customise their software for our specific requirements while at the same time provide a web-based interface to place orders any time from any location. Sage was the ideal solution, capable of doing almost everything we needed it to do."

Faster quotes equal more business The deployment of the sales and quoting module enabled Guru Labels to redesign the quotation process and streamline work flow. The redesign has been so successful that customer quotes are now generated in around twenty seconds, down from four-to-five minutes previously which means our response rate has significantly improved.

"It's very efficient," Lowe confirms. "Our competitors can take up to a day to get a quote to a customer. We do it in less than a minute. The quotes are more accurate and they contain all the detailed information that a customer may require including attributes such as size, colours, quantity."

"We're saving a large percent of time on a task that is repeated many, many times a day. We're probably sixty to seventy per cent more efficient at getting the quote to the customer now."

Turnaround Services gave us excellent advice and support throughout the implementation.

Nick Lowe, Sales Director, Guru Labels

Improved artwork management
Another process change that is improving accuracy and saving the company money relates to the handling of client artwork.

Each accepted quotation is given a dedicated sales order number which follows the job through the system to completion and is used when filing associated artwork. This enables anyone in sales, art or production to easily identify the correct artwork relating to any job.

Lowe says, "We've found the incidence of in-house misprints – caused by accidentally grabbing the wrong artwork file – has been eliminated altogether. It's saving us a lot of money because, while this didn't happen often, any time you accidentally print the wrong piece of artwork, it's time and money lost to the company, not to mention poor customer perception."

Better value for customers
Lowe says one of the key attractions of the Sage Business Cloud X3 was its robust web services functionality. Management could see the competitive advantages of providing clients with their own customised portals offering online ordering utilising Sage Business Cloud X3 web services.

"This is using the web to its full advantage. We have many groups of customers that may have two or three hundred sites or stores. Rather than each group calling us to place their orders we have created an online portal where they can place orders," Lowe notes.

The data is automatically loaded, removing the need for re-keying and reducing the opportunity for mistakes. Customers choose from pre-arranged artwork templates and approve the job after viewing an automatically generated online proof.

"They can submit an order and pay online. The order moves right through the system with no intervention until we print the order form and send it to production for manufacturing. It requires low to no touch from members of staff leading to greater efficiency in the ordering process," Lowe asserts.

Once again, the high degree of automation and the removal of multiple steps in the process means delivering faster service to Guru Labels' customers.

"Before we used Sage, online ordering probably accounted for less than ten per cent of our business. In the space of 12 months, it's jumped to about one-third of our business. The web services in Sage Business Cloud X3 have revolutionised our business," Lowe says.

Shining a light on inventory
As anticipated, inventory management has also improved due to greater accuracy and more visibility into stock.

"We hold thousands of different lines and are managing them better by using the inventory module to a much higher level than ever before. We are forecasting stock levels so when stock gets to certain quantities, we receive automatic alerts. Running out of stock has become a thing of the past."

Management shows a new confidence in the company's software system and in the accuracy of data. Disparate systems are a thing of the past. "We're comfortable with it now. Sage Business Cloud X3 has become the software that everyone in the company uses and relies on."

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Nick Lowe, Sales Director, Guru Labels

sage X3

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or contact us at **1800 222 040 (Australia)**
or **0800 904 409 (New Zealand)**

guru labels

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www.gurulabels.com.au

Next steps

The next business processes to "Go Live" at Guru Labels will be Manufacturing and CRM [customer relationship management]. CRM will replace handwritten sales notes and provide the company with a centralised record of appointments, notes and tasks relating to customers. The manufacturing module will be deployed in conjunction with new state-of-the-art printing equipment and will give the company quality information about all aspects of its manufacturing operations.

"With the help of Turnaround Services, we intend to interrogate all the different touch points of our business using Sage Business Cloud X3. We want to understand how we can pick up additional efficiencies. We feel when the new machines are married up with the product, we can look forward to being a leaner business whilst maintaining integrity of our products and services," Lowe smiles.

Reflecting on the past two years, Lowe sums up, "The journey itself hasn't always been easy, but it's not uncommon for businesses such as ours to change the goal posts. We're grateful to have the assistance and support of our IT partner, Turnaround Services Global to guide us on this journey. Whilst we have not reached our end goal yet, the software is more or less bedded down. We're finding it very friendly and easy to use. It feels robust. We face challenges every day in the business, but software is no longer one of them for us!"

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