

Liaison

Liaison Software Corporation

Success Story

Liaison Messenger

CUSTOMER

GPS Furniture

www.gpsfurniture.com

CORPORATE PROFILE

USA Headquarters

Londonerry, NH

Type of Business

Furniture Importer

Number of Locations

1

Number of Employees

60

SYSTEM PROFILE

Liaison Messenger

Liaison CRM

Platinum for Windows

- ▶ SO
- ▶ PO
- ▶ General Ledger
- ▶ AP



GPS Furniture Cuts Forms Processing Costs, Increases Communication with Customers and Decreases Expenses with Liaison Messenger

GPS Furniture, a furniture distributor, headquartered in Londonderry, New Hampshire, is a major import manufacturer and designer of youth, master bedroom, and casual dining furniture.

Their distinctive home furnishing products are sold through a network of over 500 select independent retailers and showrooms throughout the United States with distribution centers in Los Angeles, Boston, and North Carolina.

Looking for a way to cut internal paperflow, increase communication with clients and eliminate the purchase of preprinted forms GPS purchased Liaison Messenger.

Before purchasing Liaison Messenger we were spending over \$5,000.00 a year on preprinted dot-matrix forms - Invoices, Sales Orders and Statements, says Denise Beudet, office manager for GPS.

"Liaison Messenger was one of the finest decisions I have made to improve our communication with customers and reduce overhead administration expenses."

Gary Stanieich
President
GPS Furniture International

"Within the first year Messenger was in place we saved over \$5000.00. Invoices are now faxed or e-mailed reducing administration expenses such as the stuffing of envelope wages, form, envelope and postage costs and most importantly the reduced time for the customer to process their receipts for payment.", says Gary Stanieich, President of GPS Furniture.

Gary goes on saying, " Liaison was one of the finest decisions I made to improve communication with our clients and reduce overhead administration expenses.

Implementing automated Order Acknowledgements have reduced order entry errors over 35% and Customers can now receive an

Automated Acknowledgements resulted in fewer order entry errors and increased customer satisfaction

Acknowledgement minutes after placing an order and while it is fresh in their minds they can review it for errors and correct any prior to shipments.

Statements are set up to be faxed every 7 days to customers that are past due (in our case 45 days), improving collection time

Automated Statements reduced collection calls and improved collection time.

for receivables and reducing the number of calls made by our credit department.

GPS has also streamlined Purchase Order processing with Messenger. Purchase Orders are now automatically faxed or e-mailed to the respective vendor with no user intervention. This has not only cut printing costs and eliminated the need to manually fax but has also significantly cut international phone costs - PO's that were previously faxed are now e-mailed for free.

Liaison
Liaison Software Corporation

2021 East 4th Street, Suite 218
Santa Ana, CA 92705
800.811.4618
www.liaisonsc.com