

## AT A GLANCE



### ◆ Company

Southern Candymakers  
New Orleans, LA  
V-Technologies customer since 2003

### ◆ Business Challenge

As the regional delicacies at Southern Candymakers became more and more popular, the busy staff was becoming overwhelmed with tracking and shipping the hand-made orders. The candy maker depended on efficient, accurate shipping, and it needed an integrated accounting and tracking solution that would streamline internal processes.

### ◆ Solution

V-Technologies StarShip,  
Great Plains, PC Charge

### ◆ Results

- New and temporary employees can quickly learn the integrated system
- Customers and staff can easily track shipped orders with email alerts and online status
- Improved customer service increased customer satisfaction
- New efficiencies decrease time to enter and ship orders more than 50 percent, allowing SCM to ship 30 percent more candy packages without adding more labor resources

## StarShip is Key Ingredient for Candy Maker's Fulfillment Recipe

New Orleans is world renowned for its unique culinary offerings. For tourists and locals, seafood specialties like étouffée and jambalaya and tasty duos like chicory coffee and beignets, make a visit to the region complete. Southern Candymakers (SCM) contributes to that rich history of fine food by crafting popular delicacies from scratch like creamy pralines, Jackson Squares, Bourbon Street Bark and Mississippi Mud.

### Business Challenge

SCM was reaching its dream of success. The headquarters in the French Quarter was managing approximately 200 orders on an average month and as many as a couple thousand orders during the hectic holiday season. Because all orders were made and shipped fresh, the family-owned business was dependent on fast and accurate deliveries.

SCM relied on multiple systems to track and deliver customer purchases. Because the operation support systems were not integrated, the SCM staff had to re-key the same customer and order information in as many as five different operation support systems.

"We needed a reasonably priced, easy-to-use, integrated solution that would help us increase our efficiencies and decrease errors," says Lucretia Lyons, Director of Operations at SCM.

### Solution

The SCM owners knew technology would give the young company a competitive

advantage. Armed with a \$50,000 budget, the company began researching its options. Great Plains accounting software from Microsoft was entrenched in the accounting department, and the company had selected PC Charge to complete credit card purchases on the web. For fulfillment, SCM chose StarShip from V-Technologies.

SCM depends on a long list of StarShip features, including:

- the auto population between Great Plains and StarShip
- the ability to import web orders into StarShip
- the integration with shipping scales so the weight is entered automatically
- email notification that tracks the order during shipping

"With minimal training for the new software, we have streamlined our order processing throughout the entire sale cycle," says Lyons. "Orders are entered into the system only one time, and we can track customer orders after they have been shipped."

## Results

StarShip has proven to be a huge time saver for SCM. Entering orders was taking as much as 30 minutes. The new process has slashed that time to 10 minutes. Because of the time savings, SCM boosted productivity and increased the number of packages it ships per month. Lyons estimates that the new fulfillment process allows SCM to ship as much as 35 percent more packages each month. That shipment increase can translate to an \$80,000 increase in revenue per year.

The easier process gives the staff the opportunity to work on other projects such as creating new marketing efforts, analyzing business trends or making more candy.

Customers have recognized the new efficiencies at SCM, and they appreciate the faster service. “We can quickly fulfill a spreadsheet of orders from a corporate customer, and we can answer customer questions over the phone immediately,” says Lyons. “Everyone has been very appreciative.”

One major advantage for SCM was StarShip’s ease of use. During the holiday season, the company hires temporary personnel to keep up with the large volume of orders. Lyons says that training a news workforce takes minimal time and effort.

“We can bring new workers into the store and show them what to do in 15 minutes,” she says. “StarShip is extremely user friendly and intuitive.”

With the new efficiencies introduced by the fulfillment process, the award-winning candy makers can concentrate on creating new candy recipes and baking up the tried-and-true favorites. “The new system has fostered a lot of employee satisfaction,” says Lyons. “It’s easy to use, accurate and it helps us solve problems more quickly.”

Charges	List	Custom	Applied
Pkg 1 Service	20.22	19.41	
Pkg 1 Options	2.75	2.75	
Pkg 1 Total	22.97	22.16	22.97
All Packages	22.97	22.16	22.97

StarShip auto-populates customer and shipping information from Great Plains.

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Lucretia Lyons,  
Southern Candymakers  
Director of Operations

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