

ProFile

A ProServe Customer Story

HEISER RECORDS RECORD GROWTH IN SALES & PROFITS

Heiser Inc., a fire and safety supply distributor located in Canandaigua N.Y., witnessed a rise from \$1.1 million in sales with 16 employees to \$4.2 million with only 10 people. To what do they attribute this remarkable growth? According to Jack Dick, President of Heiser Inc., it was due to their decision to partner with ProServe and implement FACTS software.

Like all distributors, Heiser recognized that the success of their business depends on providing superior service to their customers. With that in mind, Heiser set a high priority on improving their shipping process. In particular, they wanted to tie their shipping scales directly into the FACTS sales order processing system. In so doing, they would eliminate several redundant process steps and reduce the possibility of data entry errors that result in inaccurate billing or even lost shipments. With ProServe to provide this system integration, Heiser was able to accomplish that goal. **As a result, they went from shipping 8000 units a day with 6 warehouse people to 20,000 units a day with only 3 people!**

“Without FACTS and ProServe, we wouldn’t be doing the level of business we are today. It’s highly likely we wouldn’t be in business at all considering the problems we were encountering prior to using them.”

*Jack Dick, President
Heiser*

Jack credits the increased speed and accuracy of their service for retaining loyal customers and prompting a boom in new clients. In addition to improved sales, Heiser credits FACTS and the technology provided by ProServe for an overall savings in inventory costs by minimizing stocking levels without compromising customer service: the goal of any distributor.

In spite of a small downsizing of employees, the remaining personnel have helped Heiser reach unprecedented success.



They understood that staff reduction was never a management goal, but was a byproduct of new and better technology. Staff morale has also been bolstered by the elimination of many mundane, repetitive tasks that consumed their time. Consequently, employees were able to participate in job cross training, giving them a more challenging work atmosphere, a broad understanding of the business, as well as a new feeling of empowerment.

But Heiser also recognizes that technology in itself does not improve business. People do. That’s why Heiser places such a high value on their employees and their partnership with ProServe.

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