



Hercules & Hercules, Inc. What Would You Do with 40% More Time?

For any small businessperson, there is never enough time. In good economic times, you scramble to keep inventories stocked and customers happy. In challenging economic times, you clamber to turn your inventory and keep employees working.

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Belinda Jefferson

President, Hercules & Hercules, Inc.



How often have you wished for one more day in the week, or a few more hours in the day? Belinda Jefferson, president of Hercules & Hercules, Inc. in Detroit, Mich. is no exception to longing for more time. But in 2009, she took action that helped her, and her employees, recapture at least 40% of their day.

“I cannot say enough good things about DDI,” Jefferson says about investing in DDI’s **inform** business software, “it was the best decision I ever made for this business.”

The decision was not made lightly, nor quickly. The company had operated with Stanpak for nearly five years, and Jefferson wanted to make sure the next operating system would easily meet all the company’s current and future needs.

“I did exhaustive research before deciding on DDI,” confesses Jefferson. “In fact, I researched for over a year. I knew where we wanted to go as a company and what we needed to get there.”



To learn more go to www.ddisys.com or call us at 877-599-4334.

Win-Win for Company and Customers

As a solutions provider, Hercules & Hercules prides itself on keeping all its employees abreast of new products and creative solutions for its customers. When employees are well-educated and able to quickly pull information for a customer, it is a win-win situation for everyone.

The ability to immediately access all pertinent information about specific products is just one example of the powerful capabilities of DDI's **inform** according to Taneisha Mackey, senior sales administrator for Hercules & Hercules. She oversees sales support and purchasing for the company and works constantly on the DDI system. Mackey estimates DDI's **inform** has cut her time to complete most of her daily activities in half.

As an example, to assist a customer in purchasing a floor cleaner, Stanpak provided a top-line description of the product, such as "Pine-scented floor cleaner." If a customer requested additional product information, she would need to walk across the office, find the appropriate three-ring binder, thumb through the MSDS and product information sheets, find the particular product sheet, and then relate the information to the customer by either a second phone call, scanning the sheet and emailing it, or faxing it.

"Now, I just click on a button and the system opens up the full manufacturer product sheet. I can tell the customer all the specifics on the product, such as disinfecting capabilities, what viruses and bacteria it kills, the dwell time, scent and packaging. It is so much faster to provide expertise and find the right solution for our customers." Mackey added that sending a customer the product information sheet, or a MSDS, is a single click or two away.

Accounting Department Excels

In addition to customer consultation benefits, the DDI system has streamlined the accounting department. "We saw the positive impact of DDI almost immediately across the board," points out Jefferson, "but I think we saw the biggest impact in our accounting department."

With the easy-to-use, windows-based format, DDI makes fulfilling requests such as sending a duplicate invoice a one-click effort. Gone are the days of digging through files, making copies and faxing.

"Invoicing goes out the same day, which was impossible with previous systems," continues Jefferson. "Accounting is all in real time and everything is more efficient."

Phasing in CRM

The company is still discovering the capabilities of DDI's customer relationship management module. The module incorporates all the most sought-after capabilities for building customer relationships and growing the business. For example, it links everyone's calendar events and tasks (along with automatically generating pop-up reminders) so there are no last minute surprises. Each time there is an interaction between the company and the customer, the details of that interaction can be recorded on the customer's profile for a complete record that anyone can access.

Additionally, the built-in e-marketing capability eliminates the need for a separate subscription to an online source such as Constant Contact. Eventually, Hercules & Hercules can sort customers by a number of variables in order to e-market to their particular need or past purchase history.

Jefferson adds that her goal is to fully use the system's Smartphone Sync for accessing and uploading customer information while on the road. That way she has complete access to vital information such as item availability, current pricing, and can even email customer documents through the DDI attachment library.

Consider the benefit to your business if you were able to recapture up to 40% more time in the day.

Hercules & Hercules used its recaptured time to expand its marketing efforts and streamline its inventory. The inside support staff developed mailing lists for targeted market segments, created sell sheets for distinctive markets and regions, and are launching a monthly newsletter. Extra time has also enabled them to identify non-moving stock and make their inventory more profitable. Imagine the growth areas you can accomplish after installing the right business management software.

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