

assist

CCI Finds Sound Investment with Assist

Assist Manages Unique Needs for CCI Direct Marketing System

assist

case study

Capital Communications Industries (CCI) has been providing customers with top-name professional sound, cassette, and audio-visual equipment since 1978. Since being founded, CCI has gained an international reputation for fantastic prices and unrivaled support from both their sales team members and their service department. CCI serves churches all over the globe with their sound systems, and they've opened up their business to performers, schools, sports arenas, conference centers, campgrounds, and many other customers.

CCI needed an enterprise software application to run their direct marketing business. CCI had outgrown their older system. Limited customer service capabilities constantly required extra human intervention, increasing their costs. The system also lacked the support needed to manage their growing business. In fact, they felt like they were "...constantly looking back and bandaging a system which will not serve our future needs"

Required: A Flexible System That Could Handle Unique Business Needs

CCI's business required a lot of flexibility as they served a range of customers from individual consumers to large businesses. An order may consist of a single audio microphone or it may be a major audio system to be installed in a large sports arena. After reviewing numerous software solutions they found that Assist was the best fit for their needs.

CCI had many special needs that Assist was able to handle. With Assist, CCI could easily take Credit Card payment or manage Accounts Receivables for large projects over several months. Assist also enabled a highly technical Order Entry process by accessing images of technical specs and manufacturing details. CCI could email or "fax on demand" these technical documents. They

could even transmit images of invoices and purchase orders generated by the Assist system.

Separating Assist From The Competition

Assist was the only direct marketing package that could handle job costing and job tracking for their "CCI Systems" division. With this capability, CCI is able to track work to a specific job, and customer. The Assist financials were a pleasant surprise helping CCI manage their business to business activity as well as provide general support for Accounts Receivable, Accounts Payable and General Ledger.

The Assist Product Suite

CCI selected the entire Assist product suite - Their leading Order Management and Fulfillment system, The Assist Financials and the integrated eCommerce module.

The Outcome:

With Assist, Capital Communications Industries found a complete solution to satisfy their needs. CCI is able to manage both Business to Business and Business to Consumer initiatives with the Assist system. From customer order management and inventory management to accounting and financials and including special business needs such as job costing and technical information retrieval, Assist lets CCI seamlessly run all aspects of their business.