

assist

KeyStone Learning Systems Grows With Assist

Assist Customer Management and Campaign Tracking Across Multiple Sales Channels Is Key To Manage Growth

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case study

KeyStone Learning Systems is a multi-million dollar training company that produces more than 1,200 CD-ROM and video-based information technology course titles for home and business computer users, software developers and networking professionals. KeyStone also provides training products to more than 420 of the Fortune 500 companies.

Founded in 1991 on the idea to develop self-paced computer training that put people in charge of what, where and how fast they learned, KeyStone today is a multi-million dollar company employing over 80 people and a 42,000 square-foot facility to manage their business.

Required: A Proven Order Management System with Superior Customer Management and Campaign Tracking

A number of system features were critical to KeyStone as they considered their Order Management System. A variety of direct marketing activities are used by KeyStone Learning Systems including: the Internet, call centers, and even Resellers. Tracking marketing trends in consumer buying was very important to their growth and they needed an order management solution that would tie in the customer support with campaign management.

The Assist Solution

Assist provided the full suite of proven order management and fulfillment application features to accept and ship orders to customers. In addition to the basics of a solid order management

platform, Assist campaign tracking insured that KeyStone could measure and track the success of their campaigns to various audiences and channels. Assist also provided dependable card processing and integrated customer management. Best of all, Assist would give KeyStone a platform that could grow with them and expand to accommodate new business initiatives at KeyStone

The Assist Product Suite

Assist offered a complete, integrated set of product features and functionality needed to manage their growing operations. The modules selected by KeyStone included: Accounts Receivable; Accounts Payable; General Ledger; Order Entry; Direct Marketing; Inventory; Purchasing; Sales Analysis; Campaign Tracking; and Customer Management.

The Outcome:

KeyStone has grown and expanded in many ways since installing Assist. The seamless integration of web orders into the back office application without the need for manual intervention is critical to managing consistent operations across their sales channels. Flexibility of the direct marketing application in Assist along with enhanced application features in Assist has been a great benefit to KeyStone. With Assist's help, KeyStone is well on their way to achieving their vision of becoming the premier learning solutions provider, enabling individuals and organizations throughout the world to achieve a competitive edge.