



Corporate Toners

www.corporatetoners.com



At A Glance:

- **Company:** Corporate Toners
- **Locations:** Los Angeles, CA
- **Industry:** Retail, Electronic Commerce
- **Challenges:**
 - Improve efficiency and nurture repeat business by integrating all business applications and data on one Web-based platform
 - Needed customer case tracking system integrated with sales force automation
 - Have detailed reporting on all aspects of business, from customer acquisition costs, to customer retention rate, to reducing expenses, and other costs
- **Software switched from:**
 - Goldmine, QuickBooks, Microsoft Excel, CartManager, LivePerson, proprietary databases
- **Results with NetSuite:**
 - Saved nearly \$120,000 to develop an integrated online software system for the company's Ecommerce, CRM, and back-end support needs
 - Customer retention increased from seven percent to approximately 30 percent in the first six months
 - Reduced expenses by \$12,000 per month through more efficient business processes

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*— Kapil Juneja, Chief Operating Officer
Corporate Toners*

The Results

Since Corporate Toners adopted NetSuite as its all-in-one Ecommerce, CRM, and back-end technology platform in March 2005, it has been able to nurture repeat customers—a key corporate goal. “Now we can do things such as notify a customer when a price drops on a product or any special deals become available. NetSuite gives us better organization of our sales data, and more information on our customers, which boosts customer service leading to customer retentions and repeat business,” says Kapil Juneja, chief operating officer at Corporate Toners. “That’s a crucial factor as it costs nine times more to acquire a new customer than to keep an existing customer. It’s the smartest way to market, and I am glad that we have been able to increase our customer retention from seven percent to almost 30 percent in the first six months of implementing NetSuite.”

NetSuite’s FedEx integration has also paid dividends, reducing mis-ships from approximately 10 orders a week to one to two orders a week. “We had been losing thousands of dollars in lost packages, to almost none with a better tracking system,” says Mike Costache, the company’s president.

Customer service has improved as well with NetSuite’s ticketing system. “In NetSuite, all our customers’ inquiries are logged in their respective customer records, so anytime a customer contacts us, we look up their record and provide them an immediate response,” says Prashant Khanna, who heads the customer service team for Corporate Toners in India.

The Challenges

A booming business should be cause for celebration, but at Corporate Toners, it was something of a mixed blessing. As sales increased sharply—from 150 orders per day in August 2004 to 300 per day by January 2005—the company found that an old infrastructure was making it hard to manage new business. Customer records were



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incomplete; returns couldn't be tracked; business information was scattered across different databases. It was a less-than-ideal way to do, or grow, business.

“The problem was that we were using several different applications and nothing was integrated,” says Juneja. Indeed, Corporate Toners, which sells toner ink cartridges both online and from a retail store in Los Angeles, was using a virtual armada of standalone software packages: QuickBooks for accounting; Goldmine for sales calls; LivePerson for email management; CartManager for its online shopping cart; Microsoft Excel for reporting; GoToMyPC for remote access; and several proprietary databases for customer data.

By early 2005, this setup was causing significant problems. With sales information stored on so many systems and so many login passwords to remember, “It was hard to find customers' data when customers called us,” says Costache, “and that complicated marketing efforts. We would wind up calling them to tell them about a new product when they actually had bought it the day before. We'd look dumb.”

Customer service was intricate by the fact that Corporate Toners ran multiple online stores, each with a different URL, yet had no quick way to link each site's sales data. “If a person ordered five times, from five sites, we'd have five records instead of one. There was no way to see if it was a new customer or a repeat,” says Khanna. “We'd have to search different databases, which was time consuming and inefficient.”

The situation got so bad that Juneja took a two-week trip to the company's India office to brainstorm with his software designers and map out a solution. This proprietary online system would have cost close to \$120,000 and would have taken six months to develop, which was not a viable solution to fulfill the company's immediate needs. Costache thought there had to be a faster, and a less expensive alternative: “I said, our business is Web-based, so why can't I just go to Mr. Google, type in CRM, ERP, and inventory, and find a product that could do it all for us,” says Costache.

That's exactly what he did, interestingly enough, while Juneja was on a 24-hour flight from New Delhi back to Los Angeles. When he ran the Internet search, the first Web site that stared at him was NetSuite's. “We quickly saw that NetSuite offered everything we needed,” says Juneja, “from the ability to have all data in one central location, to the ability to set up customized transactions for each of our sites, so we could integrate all the processing in one place, yet still have different invoices printed for the different sites. It was a no-brainer.” After sharing the new-found solution amongst the team, “we signed up for the service within a week,” he says.

The Solution

In three months, Corporate Toners was able to customize and launch NetSuite, moving information on 60,000+ customers from five standalone databases into NetSuite, as well as inputting almost one thousand products. Then they integrated NetSuite's shopping cart

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with all of the company's various Web sites. A company that once operated as different stores on multiple systems now functions as one enterprise on one platform—and that has brought a host of benefits.

Efficiency has been increased, as there is better coordination between Corporate Toners' warehouse and sales office in Los Angeles and its back-end support team in India. “That's another beautiful thing about NetSuite,” says Juneja. “Everything from sales to customer queries are logged into NetSuite, so when the folks in California leave for the day, the folks in India, who are just getting into work, can finish any outstanding tasks, like sending tracking info on shipments or processing accounting and billing on orders. We're much more efficient now, thereby saving around \$12,000 per month in expenses and generating a better return on investment.”

NetSuite's integration with UPS and FedEx systems is a very helpful feature for Corporate Toners. “When we used standalone software, we'd often make data entry mistakes, sending the orders to the wrong destination and having to send a replacement package to the customer without ever getting the original order back,” says Costache. “At an average of 10 lost orders a week, Corporate Toners was losing thousands of dollars. With NetSuite's FedEx integration, we've cut down the loss to a minimum.”

Implementing NetSuite's ticketing system on all of the Corporate Toners Web sites has helped the company in providing better customer service to its clients. “In our earlier systems, we had to search through several databases to find the customer information while the customers would wait for a response for a long time,” says Khanna. “Now with NetSuite, not only do we save time by responding to customers' inquiries right away, but also we are able to provide a superb customer service, which further helps us to retain that customer for repeat business.”

“Overall, NetSuite has meant huge benefits for us, and we expect to see them continue to grow as we continue to grow,” says Costache. “We had multiple inquiries from both competitors and private investors to buy us out and now with NetSuite's integration, our valuation practically doubled.”

“In the past six months, not only have we been able to develop efficient business processes and reduce costs,” Juneja says, “but also we expect to see multiple times the growth in revenues in the coming year and years to follow.”

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