

CONEJO HARDWOODS & STONE BUILDS CUSTOMER SERVICE

REPUTATION WITH ACTIVANT EAGLE



PROFILE

Headquarters: Westlake Village, California

Annual Sales: \$5-6 million

Sales Breakdown: 40% retail, 60% contractor

Number of Employees: 12

Locations: 1

Founded: 1981

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TED ZYLAK
MANAGER

CONEJO HARDWOODS & STONE

Executive Summary

Conejo Hardwoods & Stone is a one-stop shop for home finishing and remodeling. Conejo upgraded from Activant Version 2® to the Activant Eagle® system to maintain their stellar reputation for attentive customer service, fine products and competitive prices. With Eagle, Conejo has already seen noticeable improvements in its special order and estimating processes. They have also been able to price more consistently and with more flexibility.

Activant Eagle Paves the Way for Conejo’s Growth

Conejo Hardwoods & Stone began in 1981 as a small company selling only lumber and plywood. As the company grew, it found its niche in hardwood and stone flooring, granite slabs, mouldings, doors and windows, along with installation services in wood and stone flooring. Conejo had been using Activant Version 2 since 1988 but had reached the limits of what they could do with the system and they were looking to upgrade. “What we liked about Eagle was the ease with which we could see everything in our business. We knew it would make things easier,” explains Ted Zylak, manager, Conejo Hardwoods & Stone.

Conejo went live on Activant Eagle in 2007. On the day of go-live, an Activant trainer was on-site to answer any last minute questions. “We challenged Activant to complete the final data conversion without having to shut down the store. I wanted to keep selling products,” continues Ted. “We used the Eagle offline point-of-sale application and uploaded the data Monday morning. Go live went without a hitch. It was no problem!”

Training has been easy for Conejo since the switch to Activant Eagle. “One day, a family member came in to cover for two people. She had worked on the old system. We trained her on Eagle point-of-sale in an afternoon,” asserts Ted. “The Training Browser is a great tool because you can do anything, and you can’t hurt the real data.”

Streamlined Special Orders and Estimates

Conejo does significant business with special orders, about 60% or 70% of its income. Eagle simplifies the special order process especially when converting estimates to special orders. “With Version 2 we couldn’t automatically turn an estimate into an order. So we would write up special orders and hope the customer would order it. If they didn’t, we’d have to manually delete the order. Now with Eagle, estimates can be converted into special orders with a click of a button. The POs are automatically generated and faxed directly from the system to the

vendor. If there are multiple vendors with a special order, the system automatically generates a PO for each vendor," continues Ted.

Activant Eagle also gives Conejo management a more accurate view of special order sales. "I know when I see a special order in the system today that it is indeed a live order. I have a better handle on the percentage of estimates that will convert to special orders. It's much more accurate now," says Ted.

Greater Pricing Flexibility

Conejo has greater pricing flexibility and consistency with Activant Eagle. "Before we had complicated pricing levels," describes Ted. "With Eagle we have the retail price and then discount off that retail price based on a customer's yearly purchases with us or on a one-time high-volume purchase."

Eagle also automatically updates the retail price of a product as it's received so Conejo knows their prices are accurate. "Changing the price has gone from five minutes per price change to seconds. Plus, with Eagle, we can rely on pricing to generate the margins we specified in the system."

Document Management Saves Time

Activant Document Management stores documents electronically, eliminating the need for file cabinets and reducing filing time. "I absolutely love Document Management. Our invoices are scanned electronically and are available with a click of a button," explains Ted. "Any sales person can access those invoices in the system. Our customers are helped very quickly. With Version 2, we would have to go upstairs to the paper file archives. Now we can look it up in the system immediately. Customer questions are answered within minutes."

Keeping the Pulse of the Business

Ted uses Business Advisor to stay informed and make better decisions about the business. "I immediately get the pulse of the business on a daily basis," says Ted. "The data is virtually real time. I can access hourly sales reports, the daily journal viewer, gross profit margins, and accounts receivable days outstanding. They are right on the system and easily accessible. With one click, I get all the information I need. Processes like taxes used to take two hours of information gathering every month to complete. With Business Advisor, the process takes 30 seconds."

Boosting Customer Service

Ted reflects on how Eagle has enhanced Conejo's customer service, "Our customer service has improved tremendously with Activant Eagle. When a customer walks in, we can answer his questions immediately. It's a big advantage of the system."



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**TED ZYLAK
MANAGER**

CONEJO HARDWOODS & STONE

ABOUT ACTIVANT

Activant, a leading technology provider of business management solutions serving small and medium-sized businesses, offers customers tailored proprietary software, professional services, content, supply chain connectivity, and analytics. Activant's systems are designed to help customers increase sales, boost productivity, operate more cost-efficiently, improve inventory turns and enhance trading partner relationships.

**To learn more about this or other
Activant products and services,
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