

JAPAUTO CUSTOMER

IMMEDIATELY IMPROVES SATISFACTION WITH SWITCH TO ACTIVANT PRISM



PROFILE

Headquarters: Miami, Florida

Annual Sales: \$1 million

Sales Breakdown: 50% car dealers,
50% retail

Number of Employees: 8

Locations: 1

Founded: 1988

Affiliation: National Performance

“The more time we spent using ICARZ, the more we realized that our business would run better with Activant Prism.”

HENRY HOYOS
CO-OWNER
JAPAUTO

Executive Summary

Owned by the three Hoyos brothers, Japauto is a thriving business in Miami Lakes. Effectively competing against national chains including Pep Boys and Auto Zone, Japauto has grown more than 25% annually for the past four years. The Hoyos brothers purchased the business six years ago, ran on Activant’s Series 12 for a few years, and then purchased the ICARZ business management solution.

After just two years, Japauto is back in the Activant family running on Activant Prism®. The owners are enthusiastic about the immediate improvements including faster response time to customer queries, accurate inventory of the products that sell and an overall increase in sales.

“We were never crazy about the ICARZ solution, but at the time it seemed like a more economic solution with less up-front investment. The more time we spent using ICARZ, the more we realized that our business would run better with Activant. We switched back as soon as we could,” explains Henry Hoyos, co-owner, Japauto.

Countermeasures Productivity and Lost Sales

A significant drawback to ICARZ was lost sales resulting from its slow catalog. Customers hung up while waiting for answers, others couldn’t get through at all, and the counter was slow. “I’ve never seen a worse catalog function. It’s easier to flip through a book than take the time to use the ICARZ catalog. It was ridiculous,” asserts Peter Hoyos, co-owner. “Since we’ve implemented Prism, our countermeasures can handle multiple customers simultaneously, our walk-in sales have noticeably increased, and customers are no longer complaining about hold time.”

Japauto also appreciates how easy it is for new countermeasures to learn Prism. “With very little training, countermeasures learn the system and quickly begin to serve customers,” continues Peter.

Ease of Inventory Management

Japauto uses just-in-time inventory to maintain about \$60,000 in inventory on annual sales above \$1 million. “ICARZ was really difficult for inventory management,” notes Henry. “Prism’s flexible inventory control identifies parts that should be reordered based on sales demand history. As a result, we have less cash tied up in inventory, yet stock the parts our customers need.”

Improved Returns Management

Returns are a business reality and Japauto generally receives 5-10% of sales back as returns. When entering a return in Prism, it's easy to see exactly when a part was purchased and at what price. This provides Japauto staff with 100% confidence that they are refunding the correct amount. With ICARZ, they could not retrieve an electronic copy of the invoice and instead had to search paper files, which was both time consuming and often futile.

"We used to have to tell customers to come back in several hours or another day so we could research their return," explains Henry. "Of course customers didn't like doing that. Now with Prism, we instantly make returns and our customer service has improved dramatically."

Faster, Reliable In-house System

Transactions are processed quickly with Prism – even during power outages. No internet delays or waiting for a remote host to process transactions. During inevitable DSL service interruptions from storms and power outages, Japauto had to hand write invoices and use paper catalogs. The more time spent processing an order meant fewer orders processed overall.

"With Prism we can handle more volume with the same staff. Counter men assist more than one customer at a time so that we're selling more with the same overhead. The owner team has more time to use information to run the business. Activant understands the automotive aftermarket business and has a product that uniquely meets our needs. Prism is a big benefit to our business," closes Henry.



Since Japauto implemented Prism, their counter man can handle multiple customers simultaneously and walk-in sales have noticeably increased.

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, please call 888.463.4700.

