



at a glance

CUSTOMER:

Chrome Shop Mafia

LOCATION:

Joplin, MO

INDUSTRY:

Specialty Manufacturer and Distributor of Custom Truck Parts & Accessories

BUSINESS CHALLENGE:

As their popularity and demands for their logo gear increased with their exposure from the television series, the Chrome Shop Mafia needed a simplified way of selling their goods online, entering transactions through QuickBooks and reconciling online payments.



success story: Chrome Shop Mafia

Stars of Nationally Televised Custom Truck Show Asks PDG Software to “Trick This Site”

Chrome Shop Mafia, the stars of a popular cable television series were wasting valuable time and resources on manual entry and processing of online orders before discovering PDG’s eCommerce Storefront



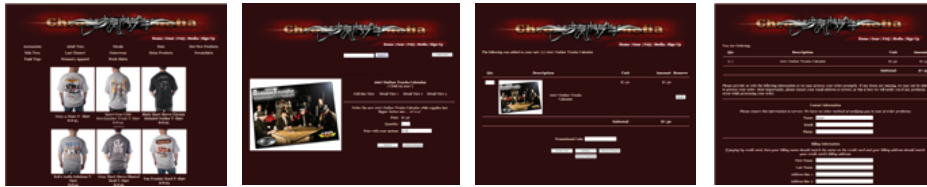
“It just works smooth... With PDG Commerce and QuickBooks Enterprise we’ve taken what was previously a 6 or 7 step process down to an automated hands-off two step process.”

Charlie Roach Account Specialist with Chrome Shop Mafia

CUSTOMER PROFILE:

Since its inception in 2005, Chrome Shop Mafia has been earning a reputation as the premier provider of custom parts and accessories for big-rig tractor trailer trucks. As their reputation spread, they were offered the chance to show off their services on a nationally televised show. Suddenly faced with the tremendous exposure generated by the show, the Chrome Shop Mafia staff saw a significant increase in traffic to their website, online purchases.... And the overhead and effort that was required to manage this portion of their business. “We were doing everything manually, from entering into QuickBooks to generating shipping labels, ” said Charlie Roach with Chrome Shop Mafia, “and PDG Commerce was the obvious answer.”

success story: Chrome Shop Mafia



BUSINESS CHALLENGE:

"We were having to hand-key almost everything and none of our systems could communicate with one another. QuickBooks Enterprise allows each of our departments to log in and view the status of orders at any point in the fulfillment process", Charlie said.

"Since the transactions flow directly from the PDG powered webstore into QuickBooks, the process couldn't be any easier. We have a central system that enables each member of our team to perform their job with better accuracy and with greater efficiency."

SOLUTION OVERVIEW:

As web orders are processed, PDG Commerce and QuickBooks Enterprise communicate transaction details in real-time. Each customer's contact information, billing and shipping address and other details are populated into QuickBooks, along with all details of the order including products, quantities ordered, special pricing/discounts, sales taxes shipping costs.

BUSINESS BENEFITS:

With the tasks of running the webstore largely automated, Chrome Shop Mafia is able to focus on further expanding their business and doing what they love to do... Building some of most impressive and show-worthy vehicles you will ever see. "Not only have our day to day processed improved with automation, we're also seeing significantly fewer errors. With our manual processes eliminated, human errors are no longer a factor and are able to better serve our customers", Charlie shared. "We're now focusing our efforts on utilizing the additional tools provided by PDG Commerce and QuickBooks Enterprise to improve upon our internal auditing procedures and to further simplify other aspects of our business."

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SOLUTION:

PDG Commerce and QuickBooks Enterprise's automated synchronization of products, transactions and payment processing

RESULTS:

Orders processed online are now automatically entered into QuickBooks, with full customer and item details. Payment reconciliation is a simple one-step process and the shipping process has improved dramatically.

FOR MORE INFORMATION, VISIT:

PDG Software, Inc.
www.pdgsoft.com

QuickBooks
www.quickbooks.com

Chrome Shop Mafia
www.chromeshopmafia.com

PDG Software's e-commerce applications and QuickBooks Point of Sale work together to help simplify your business management. Share product information, on-hand inventory levels, size/attribute selections and all transaction information via fully-automated bi-directional synchronizations.

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