

CounterPoint Success Story

Taylor Creek The Idea Store

From furniture to all of the accents that make a house a home, Taylor Creek sells gifts, candles, floral arrangements, occasional furniture, upholstery, lamps, home accents, framed art, and more. "The easiest way to describe us is if you bought a home, condo or apartment and put up draperies and the flooring, we would do the rest," explains General Manager Mike Kapp. Located in Green Bay, Wisconsin, this family-owned business got its start in 1983. "We have all been active in the business since the start and have worked hard to grow the business each year," says Mike.

In 1997, they began looking for a comprehensive software package to help their business grow. "We looked for a product that would give us the best features to cover our needs," Mike explains. "A big reason we choose CounterPoint was the retail kit features." For a company that uses kits to track the production of over 4,000 artificial floral arrangements each year, that's a big deal. Mike also wanted to make sure that they chose a solution with local dealer support—and they found it with First Consulting, an Authorized Synchronics Dealer.

Today, Taylor's has 50 employees. CounterPoint's easy-to-learn, easy-to-use interface has been instrumental in helping this business grow. As with any seasonal business, Taylor's relies on CounterPoint to give them accurate control over their inventory. By knowing what's moving and what's not, they're able to make better buying decisions. CounterPoint has improved their customer service, too. They utilize CounterPoint's built-in reporting features to print out thank-you letters. And when customers can't find what they're looking for, an employee can look up the item in CounterPoint to find out if it's in stock, on-order, or in-transit.

"With CounterPoint, we've been able to grow our business. We have the tools we need to make better buying decisions," adds Mike. And when they're ready for new tools to increase their sales potential, CounterPoint already has them built-in. What's on Taylor's wish list? The addition of their own customer loyalty program and CPWireless. CPWireless is an Option that extends a CounterPoint system to wireless, handheld PDA devices—so they can ring up sales, look up item prices and available quantities, and process receivings from anywhere on their sales floor or back-office.

For Taylor Creek, CounterPoint is a gift that keeps on giving. It gives them the tools they need today, and the flexibility to grow with them tomorrow.

