



CASE STUDY

SPORTS

CheerStix Scores Winning Customer Service, Fulfills Orders in Record Time with GoldMine

**Organization:**

CheerStix

Industry:

Sports

Products:

GoldMine®

Web site:

www.cheerstix.com

FrontRange Solutions Partner:

TeamAutomation

FrontRange Solutions**Technology Partners:**

Aspire Technologies

Z-Firm, LLC

Quick Stats:

Employees: 7

Users: 5

Operating environment: MS

Windows 2000

COMPANY PROFILE

Athletes and sports fans alike have long known that spirited fans can help propel a team to victory. With CheerStix, popular noise-makers to enhance cheering, fans have help getting their message across. CheerStix are two, 2-foot-long balloons that, when slammed together, result in a metallic, clanging sound. Made by Bakersfield, California-based CheerStix, they come in a range of team colors, and can be custom printed with team names, mascots and sponsors.

Ever since CheerStix struck a deal with Nike to provide the noise-makers for a soccer game in 1996, they can be seen and heard at high school, college and pro games around the world, creating a sea of color in the stands and a boisterous show of support. The noise makers are used by a number of professional teams and are found at major events, even helping lead the Anaheim Angels to victory in the 2002 World Series, and cheering on several "American Idol" contestants. In a short time since their introduction, these festive sticks have become a part of the "cheer culture," causing teams without them to cite an unfair advantage. Though the company manufactures its products in Beijing, China, its ability to deliver CheerStix in three to four days – just in time for the next playoff game – has earned the company quite a few fans.

BUSINESS NEED

At any given school, there might be as many as 15 different sports teams. And each sports

team can have multiple contacts – coaches, cheerleaders, managers, parents, booster club members and sponsors. Keeping track of multiple contacts at the same organization is essential for CheerStix, which can potentially provide its noise-makers to several different teams and talk to multiple contacts at the same school.

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– Jesse Moreno,
Operations Manager, CheerStix

When CheerStix opened its U.S. distribution center in 2002, Jesse Moreno, Operations Manager, knew the company needed a powerful, yet easy way to manage contacts, and store and access important details about customers, such as colors, mascots, important upcoming games and even a team's biggest rival. According to Moreno, detailed customer information enables personalized service



Business Benefits

Realized with GoldMine:

- CheerStix shaves approximately 10 minutes off the time to fulfill each order by printing shipping labels and invoices directly from GoldMine with the contact's information already filled in.
- "Org tree" function lets the company quickly view the relationships among contacts at one organization.
- An integration between GoldMine and the phone system identifies incoming callers, saving time and enabling a head start on delivering personalized customer service.
- GoldMine automatically generates a series of weekly reports and e-mails them to the owner in Beijing.
- With quick access tabs on each contact record, CheerStix can view all client contact information and see a complete history of its relationship with any client.

and sales. Additionally, with speed critical to its business, the company needed a way to automate and expedite a variety of tasks.

GOLDMINE SOLUTION

Moreno had previously used GoldMine from FrontRange Solutions at several organizations for contact management, and sales and marketing automation. With a respect for both the software and the company, Moreno felt that choosing GoldMine was "a no-brainer" for its rich functionality and affordability.

Today, CheerStix considers GoldMine its MVP and "the heartbeat of the entire organization." With detailed information on every contact at their fingertips, the CheerStix staff can access their entire history with a customer. Plus, the company has integrated GoldMine with a variety of other applications to bring time savings to phone calls, invoicing and order fulfillment.

"With GoldMine, we have an unlimited ability to capture any information that will help us be of service to our customers," Moreno explained. "We sound smart on the phone, which increases our credibility, and makes us look friendly and caring."

Moreno particularly values the quick access tabs in GoldMine. He can click on the tabs in each contact record to see all of an organization's address changes, view multiple email addresses for each contact, track the various steps of a campaign, see any pending tasks, and see the complete history of a relationship with a client. Through the tabs, he can gain a comprehensive understanding of any client.

An especially beneficial feature, GoldMine's "org tree" capability allows CheerStix to easily understand the relationships among many

contacts at one organization. While viewing a contact record, the staff can quickly see an org tree showing a visual representation of a company's hierarchy.

TeamAutomation, a FrontRange Solutions partner in Simi Valley, California has helped CheerStix extend the functionality of GoldMine by integrating the software with a variety of other applications. Most significantly, TeamAutomation tied GoldMine into the company's phone system using a program called CallAudit Server. When a call comes in, before the phone even rings, CallAudit pulls the caller ID information from the line and directs it to GoldMine, which then pops up the contact record for that specific caller on the screen. Likewise, they can place outgoing calls by simply pulling up a contact record and directing GoldMine to place the call.

With caller details laid out before them, CheerStix can go the extra mile with customers. They know the customer's location, organization and history of business with CheerStix. They use key details, such as school rivalries, to inquire about future needs. They might ask, "Will you need CheerStix for next week's game against the Cougars?"

GoldMine helps in other ways to personalize customer service. When unknown calls come in, GoldMine automatically creates a new record with known information, such as name, number, and possibly city and zip codes. Because GoldMine fills in some of the fields, CheerStix saves time on each call and doesn't bother customers with as many questions. From within GoldMine, CheerStix staff can launch Internet searches to pull up a map showing the caller's location or local weather, or even look up potential sponsors in the area.



"That's a tremendous tool that lets us really personalize our marketing," Moreno said.

TeamAutomation also integrated GoldMine with several key applications, enabling CheerStix to expedite the order fulfillment process. When representatives close a sale, they launch ShipRush for UPS® shippers or ShipRush® for FedEx® shippers, add-ons to GoldMine made by Z-Firm, LLC that create and print shipping labels, and store tracking numbers in GoldMine. At the same time, CheerStix creates customer invoices in GoldMine and the software auto-fills all of the customer's information. When CheerStix enters an invoice number into GoldMine, that triggers QuoteWerks™, a GoldMine add-on program made by Aspire Technologies that links customer quotes with their contact records, and ports that data over to QuickBooks Pro accounting software.

Through this tight integration, CheerStix prints a shipping label and invoice at the same time. They simply combine the order and invoice in a box and tag it with the shipping label, and it's ready to go to the customer. The company can literally prepare orders for shipping in just a couple of clicks. ShipRush stores shipment tracking numbers and costs in GoldMine's History tab and automatically sends an email alerting the customer that their order is on the way.

"GoldMine has made it possible to cut delivery times because we can keep track of things so easily and instantly print out the invoice and shipping label. It allows us to be very fast," Moreno said. "We've cut probably 10 minutes off the process of preparing each order."

TeamAutomation also customized GoldMine to automatically generate a series of weekly reports and send them to CheerStix's

American owner in Beijing. The boss can see the number of calls made and sales closed. Or, the owner can log in and pull his own reports anytime, in just minutes.

Overall, Moreno has found TeamAutomation indispensable for helping the company focus GoldMine to meet its specific needs.

"TeamAutomation is absolutely wonderful," Moreno said. "Their folks go beyond what is expected, and they've taken our relationship to the next-door neighbor level. They are a true asset to our company."

SUMMARY

According to Moreno, GoldMine has paid for itself many times over by empowering the company to achieve truly personalized service and sales, and by cutting significant time in the order fulfillment process.

"GoldMine is making us money," Moreno said. "It increases the impact of our dollar because we don't have to hunt for information. One person can do the work of five people. CheerStix is truly a fan of GoldMine. We appreciate everything it has done for our success."

As the company prepares to double in size over the next year, adding employees in both the U.S. and China, CheerStix is confident that GoldMine will continue being a winning application.

"Even when we were a baby business, GoldMine was affordable," Moreno added. "Now, as we prepare to grow rapidly, we're confident it will continue meeting our needs. Having something that holds all your information from the start and takes you to full growth is an awesome asset."