



## **Jenkins Enterprises Elevates Customer Service to New Highs with AppFinity's Fully Customized E-commerce Solution**

### ***Tamlin Software Goes the Extra Mile in Highly Successful Implementation of AppFinity WebStore.***

Jenkins Enterprises (<http://www.jenkins-enterprises.com>) is a designer, importer and wholesale distributor of gifts, souvenirs, and licensed collegiate merchandise. Founded in 1976 by Allen and Kay Jenkins, Jenkins Enterprises has grown from a small family-owned business to a nationally recognized leader in the industry. With headquarters located in North Little Rock, Arkansas and showrooms in Atlanta, Georgia and Branson, Missouri, the company employs 45 full-time workers and eight independent sales representatives.

Jenkins places a premium on customer service and community spirit, treating every customer, regardless of size and dollar value, as a valued part of their family and the company goes to great lengths to reinforce all of their relationships with a personalized, human touch.

#### **First Attempt at E-commerce Fails to Deliver**

As a company that prioritizes regular interaction with its customers, Jenkins was not an early adopter of the e-commerce approach to business. They originally started out with an information-only electronic catalog, but did not transact any business online. Eventually, they decided that an online Web store, integrated with their Visual AccountMate (VAM) accounting system, could be an invaluable customer service tool that would benefit both their employees and their customers. Unfortunately, the e-commerce system they initially selected never fulfilled that mission, often crashing and requiring constant maintenance and way too much time, effort and expense to maintain and update.

#### **Customized WebStore Provides Real-time Integration with Existing Accounting System**

After living with this ill-fated investment for over a year, management called in their AccountMate Business Partner, Tamlin Software ([www.tamlinsoftware.com](http://www.tamlinsoftware.com)) of Dallas, Texas, to recommend and help implement a full-blown e-commerce system that would leverage their long-standing investment in VAM. To achieve this objective, Tamlin president & CEO Linda Bryan contacted AppFinity Software founder Dennis Lo (also co-founder of AccountMate Software), whom she had known for many years during his time at AccountMate. Knowing that Lo was totally conversant with the inner workings of the AccountMate system and that he had established a highly customizable e-commerce application that worked seamlessly with VAM, Bryan was very optimistic that AppFinity would rise to the challenge.

“We had been with AccountMate Software for over ten years and had already established a positive working relationship with Dennis Lo,” said Jenkins Enterprises president Steve Jenkins. “Thus, we had full confidence that Dennis and his team could give us exactly what we had asked

for in an e-commerce system in the first place – an online store that integrates seamlessly with VAM and supports any modifications we had already made to the system.”

“There was no way that we were going to put in a new system that would become obsolete after three or four years,” continued Jenkins. “I don’t want to change my business to fit my software; I want the software to adjust to the unique elements of my business.”

With Linda Bryan and Tamlin senior programmer Steve Lawrence assisting the implementation, Dennis Lo and the AppFinity programming team customized the new system to fit Jenkins’ precise requirements. Numerous modifications were made to the WebStore to ensure total synchronization with the company’s VAM system.

A few modifications to the WebStore brought in pieces of two other AppFinity solutions – WebSalesForce and WebCustomer. For example, when Jenkins’ salespeople log in to the system, they can access their sales data, check inventory and run reports when needed. The system is also very customer-friendly with an extensive menu of “self-service” functions that keep customers up to date on all the aspects of their account. When customers log in, four major categories of information are displayed – My Account, My Orders, My Contact Information and Contact Us. Under each of these headers are numerous options, including Print My Monthly Statement, Make a Payment with a Credit Card, View My Purchase History, File a Claim for Damage or Shortage, Track My Shipment and many more.

One essential modification involved Jenkins’ unique pricing structure. “We offer three tiers of pricing to our wholesale customers: 1) basic wholesale pricing for our smaller customers, 2) quantity discounts to larger customers and 3) the highest discounts to our distributors. The beauty of the new system is that once a customer is approved in VAM, their discount is automatically applied to every order they place through the WebStore. Our online customers love the convenience this feature offers,” said Jenkins.

### **Tremendous Teamwork Pays Off Many Times Over for Jenkins Enterprises**

The benefits of the AppFinity WebStore have been readily apparent since completion of the implementation. According to Jenkins, “The system has already paid for itself and the enhanced online ordering capabilities have translated to additional sales and reduced costs for processing orders. The system is set up to be self-maintaining, which is a real bonus since we want to spend our time serving our customers, not servicing our Web site. The customer-centric functionality of the system provides greater customer control and results in higher satisfaction and ongoing loyalty. Overall, the AppFinity WebStore enables us to focus on what we do best – serving our customers with the products they want and providing them the highest possible level of customer service.”

The team effort delivered by AppFinity, Tamlin and Jenkins has not only resulted in a very successful e-commerce installation; it has produced a mutual admiration society. Barry Lederman, VP of Sales & Marketing for AppFinity, comments, “I show this implementation of Steve Jenkins’ vision in all my Webinars and presentations as an outstanding example of unparalleled customer access to information that promotes customer retention.”

Speaking of Tamlin's invaluable contribution to the project's success, Jenkins states, "Linda Bryan and Steve Lawrence really did an outstanding job for us. Linda shepherded the entire process from start to finish. She is totally client-focused and not interested in who gets the credit. She really gets the big picture and just wants the best for everyone involved in the effort. On the programming side, Steve Lawrence collaborated with our IT director Paul Rickleton and Dennis Lo at AppFinity to ensure that every technical aspect of the new system worked to perfection."

Linda Bryan has great enthusiasm for her ongoing relationship with AppFinity. "AppFinity is a great company to work with," said Bryan. "They have the flexibility and know-how to make the requested changes to the system quickly and accurately the first time. Plus, they operate with total integrity. Based on the trust and positive experiences we have had with Dennis Lo and AppFinity, I will continue to recommend their products and services whenever possible."

### **About AppFinity Software**

AppFinity Software Corporation (San Francisco, California) is dedicated to the design, implementation and support of e-commerce solutions that leverage existing technology investments and minimize ongoing IT costs. AppFinity solutions are fully customizable and can integrate with most existing commercial Web sites and today's most popular accounting software systems to deliver complete business solutions that enable companies to focus on their goals without exhausting precious resources on unnecessary IT expenditures. AppFinity is driven by a relentless quest to provide an extraordinary level of customer service that is peerless in today's fast-paced, high-stress business environment. To learn more about AppFinity Software, visit [www.appfinity.com](http://www.appfinity.com)

### **About Tamlin Software**

Tamlin Software Developers, Inc. is a systems integrator providing ERP, Shop Floor Control, MRP and Enterprise Optimization solutions to small and mid-range manufacturers, food processors and distributors. Tamlin provides solutions for distribution, accounting and e-commerce through the award-winning systems developed by AccountMate Software Corporation. Tamlin has also developed a number of its own solutions for the small- to mid-size business market, including Manufacturing Conductor, Food Manufacturing Conductor and MC Scheduler. Tamlin offers an extensive array of services, including consulting for manufacturing companies, software implementation, IT staffing and custom software development. To learn more about Tamlin Software, visit [www.tamlinsoftware.com](http://www.tamlinsoftware.com)