TEKLYNX
Barcode Better

CASE STUDY

TEKLYNX Answers Global Shop Solutions' Call for Improved Customer Service, Speed, and Reliability

Solution: CODESOFT and SENTINEL
Partner: Enterprise Resource Planning (ERP) Software Provider

Background

Global Shop Solutions is an ERP software provider that designs, develops, services and sells its products to small and medium-sized manufacturers around the globe supported by offices across the United States, Mexico, Indonesia, Singapore, Australia and New Zealand. With more than 2,000 global installations and nearly 200 employees, Global Shop Solutions prides itself on being the largest family-owned ERP software provider in the world, while maintaining a focus on customer intimacy, trustworthy partnerships and filling the role of trusted advisor and partner for its manufacturing clients.

"Global Shop Solutions is a premium brand focused on customer service and trust. With nearly 40 years of experience in the market, we have the longest stretch of longevity and successful implementations in our field," said Adam Grabowski, Director of Marketing at Global Shop Solutions.

But Global Shop Solutions wanted more. Their former barcode label design software solution partner was falling short. Difficult to get in contact with, their former solution partner was not meeting Global Shop Solutions' needs for reliability, service and speed. Global Shop Solutions was in the market for a new barcode label design and printing solution that would satisfy the needs of customers.

"When customers began facing issues with our former solution partner, they became frustrated with us," said Grabowski. "When they decided to go directly to our former partner, they soon understood that the lack of support was on their part and not ours. This customer experience needed to be fixed."

After six months of frustrating meetings, unreturned calls and suggestions to simply upgrade to the latest version each time a problem arose, Global Shop Solutions concluded it was time to find a barcode label design and printing solution that was right for them.

Challenges

- ✔ Emphasized need for label accuracy and reliability for Global Shop Solutions' customers
- ✔ Customer demand required improved product support and response times from labeling partner
- ✔ High demands for speed, stability, and reprint capabilities

Results

- ✔ Enterprise label management solution integrates with company's ERP system, providing customers with a smooth switch to CODESOFT and SENTINEL with superior quality
- ✔ Global Shop Solutions gives TEKLYNX the highest reliability score, making them the palpable choice for an ERP partner
- ✔ TEKLYNX increases speed 15% over the previous interface
- ✔ TEKLYNX provides 99% accuracy in label printing, a significant increase from BarTender's service
- ✔ The partnership grew TEKLYNX sales revenue from Global Shop Solutions by 750%

Solution

The Global Shop Solutions team began months of research to find the ideal partner for barcode label design and print software that provided far better customer service and reliability than the solution they were leaving behind. After a search that included looking at Loftware, IDAutomation, BarTender by Seagull Scientific, and others, Global Shop Solutions began talking with TEKLYNX about their available software solutions.

"We researched and reviewed many products before coming to the decision on TEKLYNX," Grabowski said. "The research compared product position, value, company characteristics and ability to serve the needs of the current and future market through a clear product strategy."

"The level of communication, support and collaboration from TEKLYNX blew everyone away. When evaluating on those three criteria alone, TEKLYNX already stood out from the rest of the pack."

Not only did TEKLYNX solve Global Shop Solutions' problem of customer service, but they also ensured that the switch to new barcode label printing software would be an easy one for the end users, who manufacture everything from chicken coops to wood tables. In addition to the software TEKLYNX enhanced to meet Global Shop Solutions' needs more fully, they provided a Software Maintenance Agreement (SMA) as an affordable way for Global Shop Solutions' customers to access the latest features and functionality.

Global Shop Solutions found CODESOFT, TEKLYNX enterprise-level barcode software, and SENTINEL, TEKLYNX barcode label printing automation software, to be superior, with easy-to-use wizards and software features that allow customers to easily transition to the new system. Global Shop Solutions' employees and clients utilized content provided by TEKLYNX for a deeper understanding of the systems. Access to product training materials and webinars made it easy to learn more about and become proficient in CODESOFT label design software and SENTINEL for print automation.

Making a large-scale software overhaul is no easy feat. TEKLYNX flexibility and customer service made the transition smooth for Global Shop Solutions and their customers, who rely on the barcode label printing software daily.

The final criterion that Global Shop Solutions evaluated TEKLYNX on was reliability. Global Shop Solutions was looking for a solution that was nearly error-proof. When their customers are printing numerous labels, they don't have time to quality-check every single one, so trustworthy barcode label software was essential. After full evaluation, TEKLYNX received the highest reliability score from Global Shop Solutions, making it the obvious partner for their barcode label printing needs.

> "The ROI on the CODESOFT and SENTINEL solution is ideal," Grabowski said. "You put one piece of information into the system and you know 100% accurate labels are produced."

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Results

Since making the transition from BarTender to CODESOFT and SENTINEL barcode label software solutions from TEKLYNX, Global Shop Solutions has experienced renewed customer satisfaction and made TEKLYNX their exclusive partner of choice. In fact, Global Shop Solutions' yearly customer satisfaction surveys reflect the positive impact the switch to TEKLYNX solutions has on users.

"In past surveys, we were not happy with the level of satisfaction our customers had with our former labeling solution," Grabowski said. "Now that we've switched to TEKLYNX CODESOFT and SENTINEL solutions, our customers see that we have taken their feedback into consideration and satisfaction is improving. It builds trust."

> "When we are engaging in the sales process now, we are proud to offer a best-in-class tool like TEKLYNX".
> - *Adam Grabowski, Director of Marketing at Global Shop Solutions*

The sales process at Global Shop Solutions has also been impacted by the addition of the TEKLYNX partnership. With an industry trend to go paperless, everyone who purchased a mobile solution in the last year has automatically been provided the option to leverage the TEKLYNX barcode label printing solution. Additionally, Global Shop Solutions offered a discount to existing customers to make the transition to CODESOFT and SENTINEL easier.

Enhanced speed was also an important motivator for Global Shop Solutions to change barcode label printing software providers. Now, their engineers estimate that they have seen a 15% increase in printing speed as well as the added feature of barcode label design reprint ability, saving the end user time when designing and printing labels.

Increased speed isn't the only area they've seen improvement. Accuracy has cultivated trust between Global Shop Solutions and its customers. Global Shop Solutions stated that since switching to TEKLYNX, which they estimate is accurate 99% of the time, they haven't faced a single reliability issue. An added feature of TEKLYNX solution that particularly stands out to Global Shop Solutions' employees is the ability to identify specific errors. Unlike previous solutions, if an error occurs on a print job, TEKLYNX solutions identify the exact print job that caused the error instead of sending a general message. According to Global Shop Solutions, reliability has been the biggest improvement and the best they have seen in years.

"Global Shop Solutions is happy with the relationship it has established with TEKLYNX," said Dusty Alexander, President and CEO of Global Shop Solutions. "They're more than a software provider."

In all, the greatest beneficiary of this exclusive partnership is the improved end user experience. Global Shop Solutions' customers now count on TEKLYNX barcode label software solutions for accuracy and increased speed, and they will for years to come.