



## COMPANY PROFILE

**CUSTOMER:**

Alpine Valley Water & Coffee

**INDUSTRY:**

Bottled Water

**LOCATION:**

Cincinnati, Ohio

**EMPLOYEES:**

22

**WEB SITE:**

www.AlpineH2O.com

**SYSTEM:**

Route Manager Advanced

**ADDITIONAL MODULES:**

EFUNDS\*<sup>1</sup> — Credit Card Processing

AF2000\*<sup>2</sup> — Advanced Faxing

Advanced Mapping\*<sup>3</sup>

RV2000\*<sup>4</sup> - Route Voice

\*<sup>1</sup> Receive payments easier, and get paid faster!

\*<sup>2</sup> Mass faxing of statements, faxing invoice copies to customers, and batch sending of dunning notices.

\*<sup>3</sup> Save gas, utilize employees time better and get more accomplished by optimizing your routes and stops.

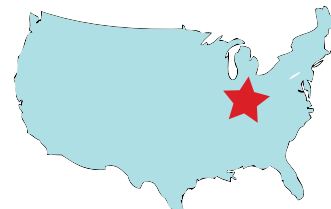
\*<sup>4</sup> Use your customer database with their phone numbers to automatically deliver a pre-recorded message indicating their scheduled delivery day, past due balances and more.

## The Handheld Experts!

#1 in Route Delivery Software.

## Alpine Valley Fine Tunes Their Operations

Founder Charlie Hall started Alpine Valley Water and Coffee Company in 1990. His main priority when starting was to deliver the highest quality products with exceptional service. With dedication to customer's needs, Alpine made the decision to begin distributing coffee and tea, along with water. Alpine has grown to 24 employees serving more than 6,000 residential and commercial customers. Alpine has continued to grow due to its loyal customer base, talented employees and a dedicated staff!



### TIME TO STREAMLINE

In February 2003, Alpine Water made the shift to improve the quality of their business. Going live with Route Manager kept them focused on their goal to improve route efficiency and streamline all processes that pertained to deliveries and invoicing. There were many challenges that faced the growing company and obstacles that needed to be overcome. Some of these setbacks included:

- A/R reporting inaccuracies
- Poor inventory control
- Office and on-route problems

### ARS TO THE RESCUE

Alpine is becoming a finely tuned machine. With all activities within the organization running at optimum levels. Jim Gish, Vice President of sales reports that with RMA:

- Processes are more efficient
- Drivers handle more stops per day
- Office staff reduced from 4 to 3
- Drivers staff reduced from 11 to 9
- Reduced fuel cost
- On-route account info for drivers
- Month-end closing greatly simplified
- Paperless system

### UTILIZING AUTOMATED CALLING TO KEEP CUSTOMERS INFORMED

Alpine also utilizes an additional module called Route Voice; an automated system that makes customer phone calls with information regarding upcoming delivery dates, balances due, and more. It has made a huge impact on their outstanding accounts receivable. Customers are diligent about having their bottles waiting and a check ready when the delivery is made.

### ENJOYING THE BENEFITS OF RMA

The result of their switch to Route Manager is visible in all aspects of their operation. Jim Gish, Vice President of sales said, "We have become much more efficient. My drivers handle more stops in a timely manner. We have one less driver and truck on the road each day. In addition, we have more accurate information to better prepare us to make more

*appropriate decisions on the direction of Alpine Valley Water and Coffee Company. We are pleased with the relationship we have built with ARS. Each individual dealt with at ARS has treated us with professionalism and are top notch in their area of expertise. I highly recommend anyone looking to improve the efficiency of routing, invoicing, inventory control, and reporting, to take a look at ARS."*