

CHESAPEAKE COFFEE & BOTTLE WATER

COMPANY PROFILE

CUSTOMER:
Chesapeake Coffee

INDUSTRY:
Office Coffee and Bottled Water

LOCATION:
Queenstown, Maryland

EMPLOYEES:
12

WENT LIVE:
10/1998

SYSTEM:
Route Manager 2000

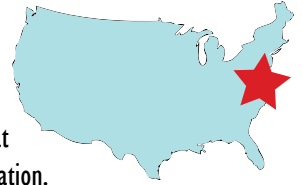
OPTIONAL MODULES:
EFUNDS*¹ — Credit Card Processing

*¹ Receive payments easier, and get paid faster!

The Handheld Experts!
#1 in Route Delivery Software.

Chesapeake Experiences Tremendous Success

Chesapeake Coffee has been working with Advantage Route System's software since October of 1998. General Manager, Jon Abbott reports that ARS has made all the difference in the success of their business. When Chesapeake initially contacted ARS, they were looking for software that combined and managed accounting and customer information all in one location.



START UP CHALLENGES

As a new business, some of the many challenges that Chesapeake Coffee faced were:

- Starting out with 250 customers
- The accounting office and the warehouse located 30 miles apart
- Using two-part delivery forms that had to be transported to the accounting office for entry
- Excessive amount of hours and manpower spend on paperwork
- Drivers never having balances or payment information on hand

Customer service was affected because of the lack of information. Chesapeake's goal was customer satisfaction so keeping customers happy and providing them with the information that they needed was vital to them. With the office staff part-time, getting "real-time" information was nearly impossible, yet a necessity for the success of the company.

RMA - A KEY TO THEIR GROWTH

The results for Chesapeake have been tremendous. Since they operate in a very rural area and there are days that their drivers spend two plus hours just coming and going to the route areas, any amount of time that they can save cuts cost and increases profit. They have grown from a mere 250 customers to currently 2,150 over the last ten years.

"This is substantial growth for our region! Using the RM system has enabled us to grow our customer base while providing superb customer service,"

comments Jon Abbott. Chesapeake credits handheld computers with being the key to their success and feels that one of the biggest changes has been the ability to produce reports on the spot.

ARS CARES

In 2006 Chesapeake suffered a fire that destroyed all of their offices, computers, and route information. Without no hesitation, ARS was able to rebuild their database and get them back up and running within days of the fire. Jon remembers, *"We never missed a single delivery. ARS cares about their customers so we can take care of ours. Peace of mind is knowing that help is just a phone call away. That alone will keep us using RM2000 for the life of our business."*

CUSTOMER SERVICE DREAM

Many positive changes took place at Chesapeake when Route Manager was integrated into their business. The software drastically changed the day-to-day operations of the business as well as the overall routine of employees. A huge benefit is that daily real-time data and pertinent account information is now available.

"Our customers appreciate the investment we made to now provide them with accurate information quickly."

Chesapeake's customer service personnel can access reports that outline:

- Payment history
- Accounting ledgers
- Retained electronic signatures
- Pricing and Delivery dates
- Month-end reporting capabilities are perfect for their operation