

THE Customer Advantage



COMPANY PROFILE

CUSTOMER:

Palm Springs Natural Spring Water

INDUSTRY:

Bottled Water Delivery

LOCATION:

Malaga, WA Australia

EMPLOYEES:

Desktop Users - 9

Drivers - 14

SYSTEM:

Route Manager Advanced

ADDITIONAL MODULES:

EFUNDS*¹ — Credit Card Processing

AF2000*² — Advanced Faxing

RMLive*³ w/ Symbol MC35s

*¹ Receive payments easier, and get paid faster!

*² Mass faxing of statements, faxing invoice copies to customers, and batch sending of dunning notices.

*³ RMLive makes it possible to send/receive information to/from the driver's handheld, managing routes on a real-time basis.

The Handheld Experts!

#1 in Route Delivery Software.



Route Manager Advanced – A Cool Acquisition

Palm Springs Water is the second-largest commercial water company in Australia, and is 100% Western Australian-owned and operated. They are a bottler and distributor of outstanding spring water, drawing their water from natural springs in Jarrahdale, Bedforddale, and Serpentine. They currently have 10+ daily delivery vehicles.

ARS WAS THE ANSWER

Palm Springs became aware of ARS when they acquired a small bottled water company - Origin Spring Water. Prior to being acquired by Palm Springs, Origin had appealed to ARS for help after their existing software crashed. When Palm Springs observed the benefits of the 'Route Manager Advanced' software being used by Origin, they contacted ARS and asked for an in-depth demonstration. The demonstration convinced them that RMA was also the answer to their needs!



CHALLENGES OF THE PAST

Palm Springs faced many challenges before they decided to go with RMA. Writing invoices manually in the field was tedious and error-prone and re-entering the data in the office wasted a lot of time and manpower. In 2008, Palm Springs went live with RMA! ARS worked diligently to assist them through the transition and soon Palm Springs was reaping the benefits and efficiencies that RMA provides!

ARS SUPPORT

Tim Brown, the Managing Director of Palm Springs, reports that they are very pleased with the helpful support of the ARS Technical Support team.

Even though ARS and Palm Springs are thousands of miles apart, ARS Technical Support worked on Palm Springs' schedule to insure they were up and running smoothly and in a timely manner. With 24/7 service, the ARS Technical Support team is always available to assist their customers throughout the world.

BENEFITS

Like all RMA customers, Palm Springs is enjoying improvements and benefits, as follows:

- Handheld computers for drivers
- Elimination of data-entry errors
- Streamlined month-end process
- On-site customer invoicing
- Paperless field-to-office-to-field computer transactions
- Route optimization saving fuel and driver time
- 12% efficiency gain in driver route time
- Happier customers due to real-time, accurate account info
- A ROI (repay) of only 9 months!