

Signal **TRAK**

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Automated Signed Invoice Tracking

A Success Story by reThink Engineering
Napa Auto Parts: Deer Park Automotive Parts, Inc.

NAPA Jobber Kisses Headaches Goodbye

The Company: Deer Park Automotive Parts, Inc. is a Napa Auto Parts store in Cincinnati, Ohio operating three locations. Deer Park runs a high volume store, sending out an average of 300-400 delivery receipts per day.

The Problem: Before contacting reThink Engineering, Deer Park used a three-part paper trail for each delivery. After signing, one copy stayed with the customer, one was filed by date and stored in filing cabinets or boxes in the back office, and one was mailed back to the customer with the monthly statement. Owner of Deer Park, Rusty Martin, realized how inefficient and unorganized this process was. Not only did it waste paper, but also valuable sales and delivery time. Rather than being out delivering or selling parts, employees would be looking for invoices or helping file and mail them.

Before contacting reThink Engineering, Rusty attempted his own solution. He eliminated the third step of their paper process, sending out the duplicate signed receipt with monthly statements. This turned into an even bigger problem because his customers often lost or threw away their receipts and refused to pay their bill until they saw a copy of it. His phones were then swamped with customers calling to request copies with signatures before they would pay. This led to the office manager having to dig through as many as 10,000 (one month's worth) receipts to find, fax, then re-file. With fifteen customers at a time asking for invoices, the beginning of the month became a major headache for Rusty and his staff.

The Solution: Rusty contacted reThink Engineering in the spring of 2000. Ideas for solutions were tossed back and forth. After a couple of trials with different equipment and a few tweaks to the TAMS system (for printing barcodes on invoices), the *SignalTrak* Automated Signed Invoice Tracking System was born! *SignalTrak* scans, stores, and faxes images of signed invoices or delivery receipts using a sophisticated and speedy scanner. The system creates images of delivery receipts and reads a barcode containing the invoice number. It then stores the image using the invoice number as the file name. The image can be viewed or printed at any time and when a customer requests a copy of a receipt, it can be immediately faxed right from the computer. The original paper receipt can be thrown away. The software is very easy to install, learn, and use.

The Results: Deer Park saw an immediate improvement after adopting *SignalTrak*. The office manager could scan a day's worth of invoices in minutes. The unorganized boxes of receipts that cluttered the office were gone. Managers and deliverers no longer wasted time searching for receipts or attempting to organize them. The biggest improvement was seen in their collection efforts. Customers no longer had to wait for days to receive proof of delivery and could no longer dispute Napa's services and refuse payment. Before the call ended, the customer's receipt had been faxed. Thanks to *SignalTrak*, Deer Park's problem had been solved- money and time had been saved.

"We saw an immediate improvement in our collection efforts after installing *SignalTrak*."
- Rusty Martin



Stacks, folders, and boxes of signed invoices all packed in an unorganized file cabinet.



A look at Deer Park Automotive's PC and Fujitsu scanner with a couple stacks of signed invoices ready to be scanned into *SignalTrak*.