

# shopVOX is your answer to success



## Joanne Tanzi Jason Signmakers

Jason Signmakers is the largest sign shop in Perth, Western Australia. We have about 130 team members, and we've got a full in-house capability from flatbed printing, screen printing signs, welding, and fabrication for large structures. The first signage project that Jason Signmakers was involved in took place in 1949, for a large road infrastructure project, which continues to be our core market and we're proud to say that we are the leaders in the state for road signage. In addition to road signage, we manage signage for mining and hold contracts with government organizations for a network of buses, trains, and other forms of public transportation.

The sheer volume of orders that run through our shop is massive compared to an average sign shop. We typically run about 450 - 600 active jobs through production at any given time, as well as

manage about 1000 new sales orders per month. So, it is very difficult to find software that suits our needs. Knowing that shopVOX was built for the signage industry, we were able to tailor it for our use.

### **shopVOX PRO has given us the ability to make our business more consistent and efficient.**

We have built over 4500 standard products, each with a custom template in shopVOX, which has drastically improved how our sales team manages quoting. Before shopVOX, we had a lack of pricing consistency. Everyone had their own way of quoting. Some people had a different spreadsheet or price list, others priced from memory. Nothing was consistent. With shopVOX, now anyone can open a new quote, type in a part number, and that product will come up and it's already been costed and discounted for the customer if needed. It's much faster to be able to send out more quotes, and our sales team is more confident knowing that the pricing is accurate.

### **We love the interface and the fact that it is a cloud-based system.**

I really like the artwork approval process in shopVOX. It manages art revisions all inside the platform. We used to be in a world sending proofs through email and never really knowing if the right artwork was assigned to the job. In shopVOX, I really like the ability to put that back onto the client to properly sign off, and it also provides a date and time stamp of approval. It brought control that we didn't have before. We move a lot of jobs through, so it's nice to have certainty in that area to know that this is the proof that was approved by the customer.

The job board in shopVOX has meaningful data, anyone can go to the job board and update a customer on the job status. Our team can manage the customer's expectations by having more visibility to where jobs are in the process. I would recommend shopVOX to other companies. The major benefits come from making sure that it's built in a way that is usable for your shop. The customization makes shopVOX a good fit for a small business, or ones the size of Jason Signmakers.