

# shopVOX is your answer to success

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When it comes to diversity for a shop, we stand at the top of the mark for the number of services we provide (which can be chaotic at times). We've been in business for 24 years and originally started out as an award and engraving shop, then we added apparel, promo, and signage. Now, we are a team of about 14 employees. We offer large format printing, UV printing, engraving, embroidery, and screen printing, and we operate out of two locations to manage sales, in-house production, and fulfillment. About 50% of our orders are apparel, 20% are promotional, and I'd say 15% awards and 15% signage. We wanted to be the one-stop-shop where we develop a stronger relationship with the customer, which has helped with our growth over the years.

We started using shopVOX in 2016, and we had gone through 4 other software systems previously. We are a very complex shop, so it was nice to see that shopVOX covered the variety of industries that we service. One of our orders could contain screen-printed apparel, engraved promotional items, and signage and it all has to come together to work.

The main area that we're in every day in shopVOX is the job board. We'll open the job board and check job statuses, and see where everything is at in production. We sort the job board by our departments such as embroidery orders, screen printing, engraving, and signage, then we divide those tasks out among the team. From a production standpoint, we use it daily and it keeps the shop organized. Also, the customer service staff will use the job board as well to update the orders regarding proof approvals, purchasing, and ordered materials - that way we know which orders can move forward to the next step in the workflow.

### **One of shopVOX's shining stars is the integration of the proofing module with the job.**

With shopVOX, we are able to integrate online proofing that we send to the client with the actual order, and all of the data is collected in one place. When we send a customer a proofing link, we can see their activity, how many times they viewed the proof, did they look at it repeatedly, the last date the proof was viewed, and shopVOX will time-stamp the approval date and name of the person who approved. This all helps our customer service team follow up. shopVOX makes it easy for our clients to approve proofs with a big green thumbs-up, so there's no question, and it's very clear! shopVOX also keeps track of proof revisions, which is very helpful. It holds our customer service team accountable to maintain follow-up, connect with clients, and keep up with tasks.

### **shopVOX is a BIG game-changer for software in our industry!**

Before shopVOX, our order management was the main crisis. Since production wasn't flowing correctly, customer service would think the orders would be ready, when in fact they'd be sitting in production waiting on something. The disconnection between the staff was a major issue. shopVOX has improved our overall efficiency as a company. It centralizes communication and minimizes mistakes. Everyone at our shop lives in shopVOX - I'd say at any given point in the day, 90% of the computers in our shop have shopVOX up and active. When it comes to orders, you'll see our team utilizes the Notes Feature to update the team on order changes. It keeps important information in one place. Those notes will be added to the order and then action is taken. It is very helpful with internal communication, not letting balls get dropped, so the customer gets what they are expecting.

