Case Study

Client: Priority Health

Overview

MOBPOS from The RIC Group helps another customer with efficiency and streamlining the sales order process.

Priority Health is a direct supplier of a variety of health products to the retail industry throughout Australia.

The success of Priority Health has stemmed from their commitment to exceptional customer service and it is this service combined with quality products that has enabled Priority Health to become a market leader and a dependable supplier.

Looking for the right fit

In 2010, Priority Health began looking at a Mobile Sales solution that integrated with MYOB EXO from The RIC Group.

"Given our previous experience, we were cautious of moving forward with a mobile PDA solution for our mobile sale needs. But MOBPOS from The RIC Group appeared to offer the functionality, at the kind of price, we were looking for," says Ted the Director of Priority Health.

On the same wavelength

There were very few teething issues in the early couple of weeks, admits Ted, but these were explained and resolved very quickly from The RIC Group.

Over and above the standard package offered by MOBPOS, Priority Health did require a specific customisation to allow the sale files to be emailed as .csv files in a certain layout for the administration staff.

With the implementation of multiple PDA's, the software was implemented easily with the staff finding the MOBPOS software easy to use and user friendly.

The key improvements

"We have noticed a lot more efficiencies and increased our accuracy with our stock control since utilising MOBPOS," Ted explains. "Not to mention the benefits we have received from our suppliers being able to capture the order themselves and having it sent back to our head office via the 3G network".

"Our customer satisfaction has increased, the sales order process is more efficient, and human error has been decreased." The MOBPOS software allows Priority Health staff to spend more time with their customers and less time taking the sales order.

Freeing up time

Visibility of stock control has been improved across the business. Ted says above all "it's given us the security of knowing that the right stock items are being ordered by our customers because barcode scanning is being utilised and MYOB EXO is being updated appropriately."

The next phase of the solution is implementing the Proof of Delivery software integrated with MYOB EXO by The RIC Group. "With such a smooth implementation of MOBPOS by The RIC Group it allowed us to get up and running with the solution the next day. Because of this experience we would recommend them to anyone and now want to implement more of their software" states Ted.