



Case Study

How a Business Uniform Company streamlined operations & boosted Customer Satisfaction with 1 product not 6

Local Hero

Orange Clothing Company supplies uniforms and workwear to government, education, industry and corporate clients, serving organisations from large to small. It also has two retail stores for schoolwear and does all its embroidery, screen and digital printing in-house.

Based in Orange in Central NSW, the company is a local success. Orange Clothing has enjoyed strong growth and, in 2016, decided to acquire a competitor of similar size.

At the time, the company was using a well-known but simple accounting platform which was not well suited to retail or to its business model. In particular, it couldn't account for out-of-stock items or loan items, which were important in gaining new customers.

According to Managing Director, John Brown, 'We had items out on loan everywhere, being lost somewhere on someone else's site.'

With over 140,000 items passing through the business each year, John knew that his existing platform would not support the acquired business or the combined entity's future growth.

As John put it: 'We had a basic website, a simple accounting system and no CRM. We needed an overhaul, including an e-commerce system where staff could put up new products quickly, without needing to pull in the IT team.'

Due Diligence Turns Up Gold

Orange Clothing's accountant suggested a more premium accounting package than the one in use, but John was unconvinced.

'I could see it would take another five products to do the whole job and I didn't want that sort of IT complexity. I wanted the reverse - something that would do the job and was easy for staff to use' he says.

As part of the Due Diligence process, John had noticed that the acquired company was using an unfamiliar software suite. He asked the manager about it.

After a brief rundown of the suite, John was impressed; so much so that he purchased it on the spot. It had everything he wanted, it was a better fit than the other two options and it was developed in Australia. It was Xpect from CIBIS.



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John Brown
Managing Director



A Snug Fit

Once implemented, John discovered that Xpect has all the capability Orange Clothing needs to run the whole business, not just the accounts side. For the company, Xpect provides:

- Accounting
- Point of Sale
- Up-to-date Single Touch Payroll
- Customer Relationship Manager
- Stock handling
- Integrated Email
- Website with integrated Webstore with SecurePay and PayPal gateways
- eBay integration if and when needed.

According to John, Xpect allows the company to seamlessly trade with corporate clients via dedicated secure portals.

Orange Clothing creates a unique interface per client, whose staff use centralised or distributed logins to view their individual corporate uniform 'wardrobes'. They order up to their individual limits and pay for any extras they want via credit card, PayPal or 30-day account.

Customers love it and this hand-off approach suits Orange Clothing, too. Customer self-service means more accurate data entry, no need for data re-entry and much faster processing. Xpect selects the stock on hand and puts the rest on order, automatically.

“We're only just scratching the surface of Xpect's CRM capabilities.....I'm sure that Xpect will be part of Orange Clothing Co for our trading future.”

John Brown
Managing Director

'Only scratching the surface'

John says that Xpect is brilliant, well-written and can do everything that Orange Clothing wants and a lot more. According to him 'We're only just scratching the surface of Xpect's CRM capabilities.'

Good to Work With

According to John, 'CIBIS is good to work with. They're prompt and accommodating in making changes to customise Xpect to suit our business. Sure, there is a cost for this – but try asking MYOB about customisation and see what answer you get!'

John anticipates that Xpect will continue to evolve, and that future versions will enhance a platform that is already very good. He's also pleased with local support from the CIBIS team who, he says, listens and responds. According to John: 'I'm sure that Xpect will be part of Orange Clothing Co for our trading future'.

Contact [CIBIS](#) about how we can streamline your operations, boost customer self-service and satisfaction and more - with Xpect.

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John Brown
Managing Director



www.cibis.com.au
info@cibis.com.au
02 4925 8500