

California Home Improvement Supplier Streamlines Customer Document Processes with Eleqtus



The Challenge:

Friedman's Home Improvement is a community fixture in Northern California. With four locations throughout the North Bay and North Coast, Friedman's meets the needs of weekend DIYers, small businesses and professional builders alike, and is committed to providing its customers with unmatched service. The family-run and locally owned company chose Microsoft Dynamics 365 as the solution to manage all supply chain activities, beginning with point-of-sale (POS) interactions through to warehouse management and accounting. However, creating all customer-facing documents like invoices, picking slips, barcodes, etc., was a challenge. Friedman's reached out to Eleqtus, which utilized Lasernet software to create an affordable and feasible system for creating the full page customer receipts they needed.

The Solution:

"Today, Lasetnet is producing all of our customer-facing documents that enable our branding to be consistently maintained across the enterprise," says Richard Marano, Vice President of Information Technology, Friedman's. "Furthermore, Lasetnet plays a vital role in updating our AR Payment Portal, by converting documents to PDF and storing them directly in the database. Suddenly we also faced a critical business need for full page receipts in our stores." Friedman's has over 100 POS units throughout its organization and experienced the need for large full page receipts, instead of the more common sales receipts generated by cash registers. "We needed our customers to sign for pickups, and the customers needed a proper receipt to go with their goods," continued Marano. "Therefore, the Lasetnet solution was expanded to also handle POS receipts, as well as signature capturing from the POS stations.



The Results:

Eleqtus was able to propose and execute a solution for a significant customer need. Friedman's has the ability to create customer-facing documents, customize and adapt as needed, and build PDFs within its database for ecommerce tracking. Today, customers will always get a full page receipt that includes their signature when they leave, and can always get a PDF copy by mail, generated by Lasetnet.