FAST ORDERS THAT PRODUCE

Raja Foods is a major importer and wholesale distributor of diverse foods from England, Spain, India, Pakistan, China and more. It serves hundreds of independent and big box customers throughout the United States in addition to Patel Brothers–its own chain of over 50 Indian food grocery stores.

"The more who utilize the app (iSales 100), the more we'll save and the better we can serve customers. Anyone with remote ordering needs should be using iSales 100."

- Swetal Patel, Vice President, Raja Foods

RAJA FOODS

Overview

In order to successfully handle increasing sales volume and accelerate the time from order to delivery, Raja Foods determined the need for a system for remotely entering sales orders directly into Sage 100. Raja Foods Vice President noted "Our goal is to get Indian food to the consumer any way we can."

Situation

In 1990, after experiencing significant growth as a procurement division for Patel Brothers–its chain of Indian grocery stores–Raja Foods decided to become a separate company. For around 15 years, Raja Foods had thrived using Sage 100 to serve Patel Brothers and a growing number of other U.S. retailers and grocers. But their ordering process was revealing itself as a bottleneck. Their process involved remote sales reps filling out paper forms in customers' store aisles, then faxing the form to the office. Once the faxes were received, internal staff would manually enter the (often complex) Sales Orders into Sage 100.

The process was taking too long to go from the faxing of orders to the picking and delivery of products to customers. It was also prone to errors due to the pace of manual entry needed to keep up. "A challenge for us was the increasing amount of time it was taking to process orders for delivery to the stores. It's common for our customers to place orders with hundreds of items, especially in anticipation of a weekend rush." Raja vice president Swetal Patel said. In order to continue providing great customer service while handling the growing demand, he knew a change in process was necessary.

COMPANY

Location: Skokie, IL

Founded: 1990

Industry: Food Distribution

SOLUTION

iSales 100 by xkzero, used by
- 50+ outside sales reps
- 35+ Self Service Customers
- 50+ Patel Brothers stores

Barcode Scanning Hardware
- Solution: Infinite Peripherals

Sage Knowledgesync Alerts

Sage 100
- Reseller: MicroAccounting

KEY RESULTS

Achieved goal of same or next day delivery

Scanning = fast/accurate orders

Reduced entry errors

Improved customer service

Reduced administrative labor by 5,000+ hours per year

Fast Orders That Produce

Solution

The initial roll-out of xkzero's iSales 100 was implemented to fully automate this remote ordering process. At launch, Raja Foods gave 35 of their top grocery customers iPad minis with iSales 100 (and a scanner accessory from Infinite Peripherals).

It was an immediate success. The manual process was eliminated overnight. Now, their empowered reps or customer representatives simply walk the grocery aisles with iPads, scan bar coded shelves, and enter a quantity for each item. When finished, iSales 100 automatically submits the orders into Raja's Sage 100 system. Because each iSales user (EG a customer location) can be assigned a default fulfillment warehouse depending upon geographical location, orders are immediately ready for picking from each of the four distribution center warehouses owned by Raja. "Our old process took twice as long as the iSales 100 process. Eliminating the need to manually enter orders into Sage 100 alone has saved about 100 hours per week. But in addition to that, we're doing a better job of keeping the grocery shelves properly stocked and that means keeping loyal customers coming back."

Benefits

Raja Foods immediately saved over 100 hours a week in administrative time. Allowing reps–internal or on the client side–to quickly create and deliver accurate orders directly into Sage 100 allows them to focus more internal time on other tasks.

Raja appreciates how iSales 100 helps them serve customers. The supply chain is automatically optimized by using default warehouses by customer location. Customers know their Raja order will not only be accurate but that it will be delivered in 24 hours.

Their reliable and efficient new ordering process is providing a platform for new growth. "Our next step is to provide the iSales 100 app to even more customers—the more who utilize the app, the more we'll save and the better we can serve them," Patel said.

For more information about iSales 100, visit xkzero.com/mobile-sales.

RAJA FOODS

KEYS TO SUCCESS

Automating Sage 100 SO Entry
- Fast/accurate scanning process
- Customer self service
- Location-based Warehouse selection

Key iSales 100 features used
- Barcode scan data entry
- Assign fulfillment warehouse by customer location
- Visibility to customer history and open AR