

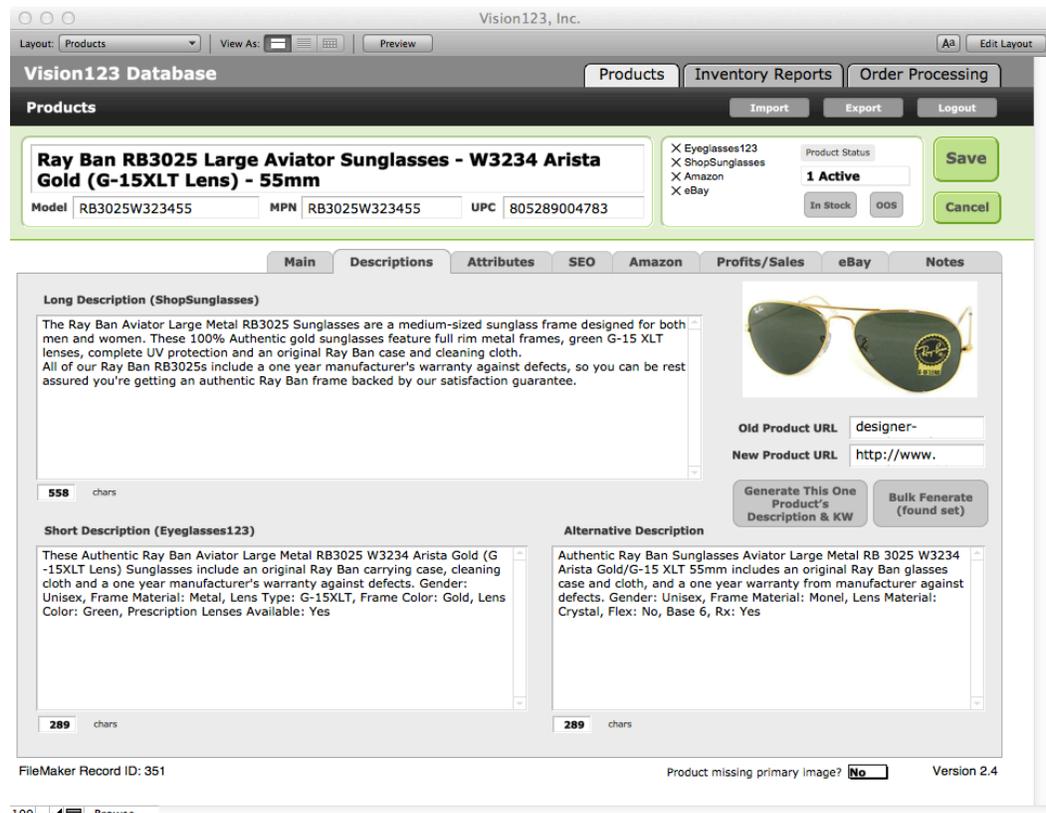


# Customer Spotlight

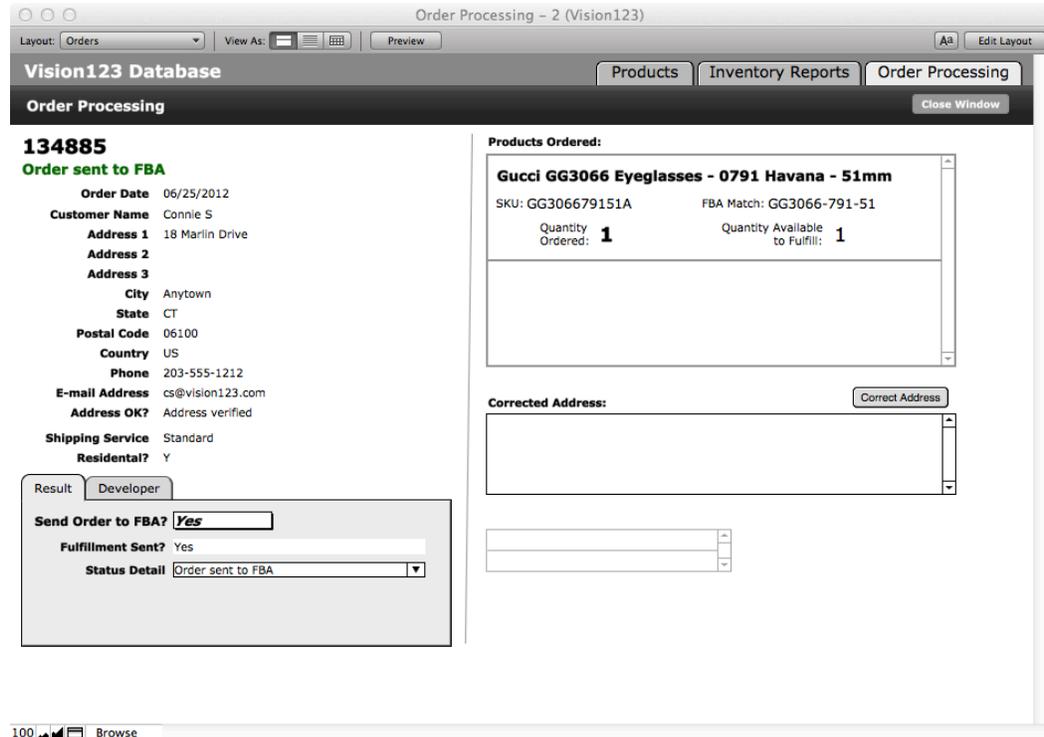
## Vision123 improves order processing efficiency with QueCentric and FileMaker Pro

**The Challenge:** Vision123, Inc. is a leading authorized retailer of Luxottica eyewear products across numerous e-commerce platforms including Amazon, eBay and private-label web sites. While sales of the popular Ray Ban sunglasses were heating up during the summer, the company's existing order workflow could not handle the increased sales volume while keeping customers informed on the status of their order.

**The Solution:** QueCentric audited the steps being performed by order fulfillment employees and discovered many tasks duplicated depending on the sales channel. Order statuses were being manually updated in Amazon, while another employee checked orders on eBay and other sites. With input from Vision123, QueCentric developed a custom inventory control and automated order processing solution using FileMaker Pro 11 and FileMaker Server 11. The new system allows one employee to download, process and automatically fulfill orders based on product availability across multiple warehouses in real-time with one click. Automated order fulfillment requests are sent to warehouses and orders are marked as shipped, no matter what sales channel is used.



Automated scripts in FileMaker Server 11 were programmed to reduce daily housekeeping tasks, including updating tracking information once the order leaves a warehouse. Scripts run multiple times daily to check the shipment status of a fulfillment request, and when available, sends detailed tracking information directly to the customer via e-mail or APIs that integrate with Amazon and eBay.



**The Results:** The new FileMaker solution improves daily order processing speed by over 300% (from 3 hours down to 45 minutes) while allowing Vision123 to allocate more employees to customer service without increasing total staff size. ROI was realized in less than 3 months and Vision123 is currently looking to expand to additional sales channels.

*“QueCentric’s expertise in FileMaker helped us achieve our goals quickly and professionally. We wouldn’t be able to add new sales opportunities without the inventory database.”*

– Mitch Gantman, CEO, Vision123, Inc.

QueCentric LLC  
270 Doug Baker Blvd.  
Suite 700-363  
Birmingham, AL 35242

Phone (205) 332-1688  
Toll-Free (877) 235-6783  
www.quecentric.com

