



SUPPLY & DISTRIBUTION

SUCCESS STORY

200% Customer Conversion Increase

Professional Collision Equipment began in 2015 as the authorized and exclusive distributor of Chief Automotive Equipment for West Texas and New Mexico. They focus on helping collision centers make smart and rewarding investments in equipping their shops for vehicle repair.



THE CHALLENGES



PCE started their business as a sole proprietorship on QuickBooks. When they switched to an LLC, they were unable to transfer their financial data in their QuickBooks account. Upon hiring an accountant, the company decided that QuickBooks would not be the right solution for the business moving forward. They decided to pursue an accounting solution that would integrate with their other core business needs.

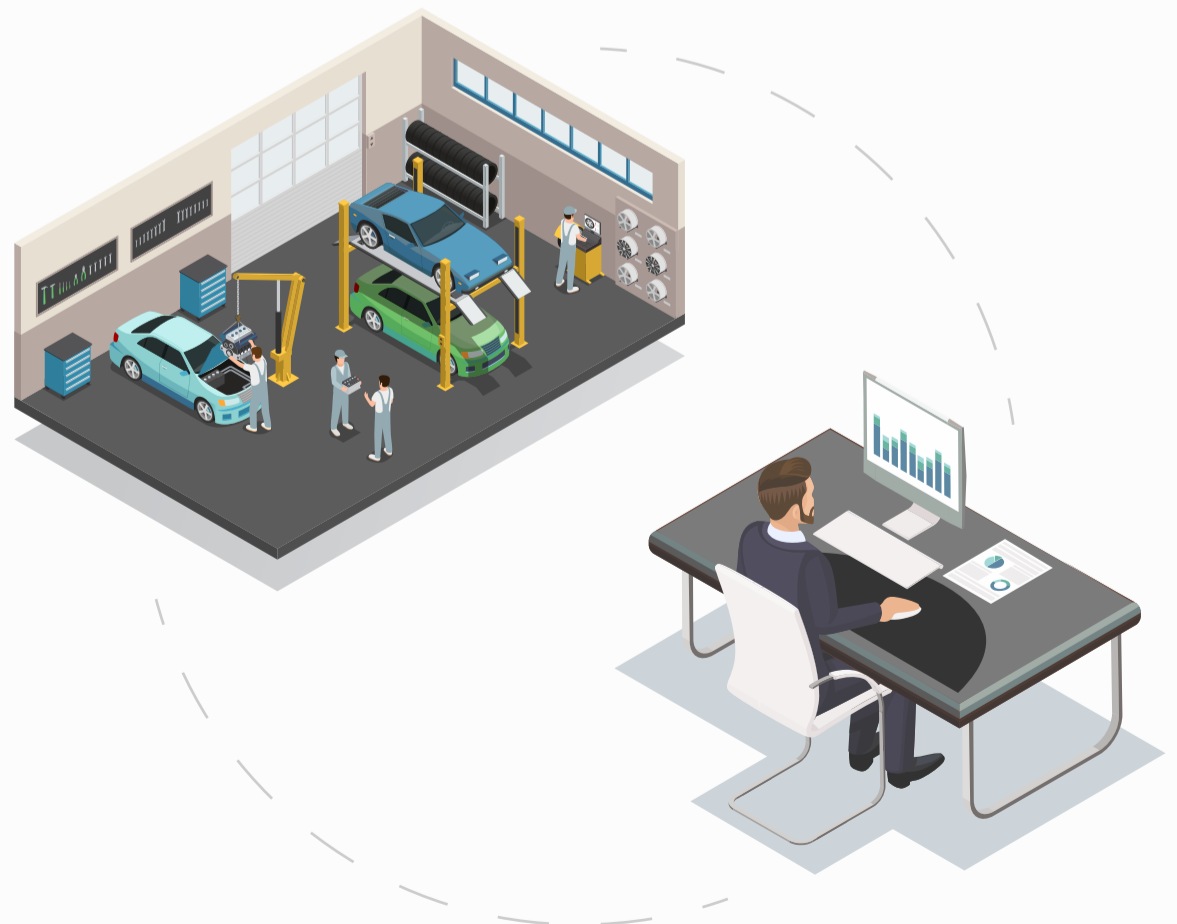


PCE needed a General Ledger native to their invoicing and point of sale. They also needed both customer billing and a CRM. Their ideal software would minimize their tech stack, increase functionality, and not cause them to break the bank implementing it.

THE SEARCH

PCE considered Salesforce but found that it was too expensive for its functionality. They searched for dealership-specific solutions that could manage new and used equipment in addition to services: scheduling, managing technicians and work orders. However, nothing specific to their industry allowed them the native integrations and customization they really needed.

Upon finding Striven, PCE saw a solution with built-in accounting, CRM, inventory, and service-based functionality at the right price.



THE SOLUTION

The Striven team held several training sessions with PCE leadership, removing friction by allowing PCE to test their data in the system. The team also helped PCE engineer Striven around their specific processes. They customized forms, sales orders, and invoicing formats specific to their needs.

Once starting on Striven, PCE started to have a better understanding of their performance. Prior to Striven, they thought they were on top of sales and estimates, but after 6 months of running pipeline reports and probability percentages, they found the opposite. Deals had been slipping through the cracks. In their words, they were “leaving dollars on the table.”

Striven allowed them to create an estimate and track it in the pipeline to ultimately measure their conversion rate. Using Striven, they implemented a sales funnel and found that their actual conversion rate was 30%. Because they were now able to track and optimize the process, they quickly increased it to 60%.

In addition to a trackable sales pipeline, Striven also provided PCE with more transparency and functionality. They found Striven to be far more robust than QuickBooks, especially in terms of document storage and the ability to collaborate with vendors, customers, and employees.



200%
increase in
conversion rates

THE RESULTS

Using Striven, PCE increased their conversion rates by 200%. It has also created a more paperless business for them, which is essential now, as many employees are currently working remotely. Striven has allowed them to hire more salespeople and collaborate on major company initiatives.

While PCE has successfully reduced their tech stack and achieved their desired savings, they plan to continue exploring system features in the future.

Create Your Own Success Story With Striven

Integrating accounting and customer management software is essential for any modern business. Why stop there? See how Striven provides a completely coherent experience.