



FIELD SERVICE

SUCCESS STORY

66% Decrease in AR Balances

In business since 1995, Rettinger Fireplace Systems is a family owned and operated retail/wholesale hearth shop offering a complete line of gas, electric, wood and pellet burning fireplaces, stoves and inserts. Rettinger also has an in-house wood shop that fabricates mantels, cabinetry and other custom-designed fireplace enclosures for their clients. The company is located in Voorhees, New Jersey.



THE CHALLENGES



Rettinger Fireplace was using several unconnected software systems: Sage 50 for accounting, Outlook for communication and scheduling, GoCanvas for customer information, and Google Drive for file storage. While each system managed a segment of Rettinger's business, the lack of coherence resulted in too much duplicate data, manual entry, and time spent tracking down information. They needed a single system that could manage all of their core business processes seamlessly.



Rettinger also needed to consolidate their documentation for jobs ranging from quote to installation.

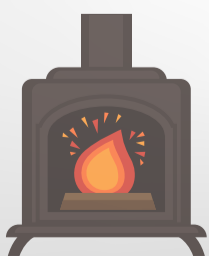
THE SEARCH

Rettinger first approached Service Titan, who recommended an integration with QuickBooks. Because they wanted a consolidated system with built-in accounting, they decided against it.

The company also optioned LOU, a cloud-based ERP software by Evosus. Rettinger notes that legacy users of Evosus are currently in a holding pattern because LOU hasn't yet developed its accounting module. That lack of functionality, in addition to an unsatisfactory roadmap and a price tag they considered high, all made Rettinger hesitant to adopt it. Even if they went with LOU, they would still need to operate in two systems, creating many of the same issues they had before.

Instead, they found Striven.

After seeing that the system would accomplish everything they needed at a cost that would provide a clear ROI, they began to customize it to match their exact workflows. With guidance and assistance from the Striven team, they were running on the system in approximately 90 days.



THE SOLUTION

Striven has improved nearly every aspect of Rettinger Fireplace's business process:

Communication - Before Striven, the field team had to enter all new customer information into GoCanvas. Now, the customer record already exists in the system and can be accessed instantly. The discussion platforms throughout Striven allow Rettinger to easily keep customers informed at every step of the process. The customer portal allows them to communicate easily and directly with their customers.

Scheduling and Invoicing - Rettinger uses Striven to streamline scheduling, installation, and invoicing. Dynamic calendars let the office know when, where, and which installers are on a job. When work is complete, they can now invoice in real-time.

Rettinger also uses custom dashboards for sales, operations, projects, and more. Each dashboard gives them a fully customizable, at-a-glance view of their work and KPI's.

Task and Project Management - With Striven, Rettinger now has a way to make tasks and projects work for them. They can work as a group to identify key processes, find areas for improvement, and create custom tasks to initiate workflows.

Accuracy - Keeping comprehensive and accurate records of installations is essential to Rettinger's business. These documents can include customer profiles, photos, serial number tracking, work notes, sales/service activities, and other details that must be stored and easily retrievable. With Striven, they're able to organize all of their information in one place.

Trackable KPI Dashboards - Established trackable KPIs on customizable dashboards including service (Revenue Per Technician, Average Ticket Price, Warranty Incident Rates), sales (Close Rate, Average Sale Price), and inventory (Stock Turnover Rate, Nonstock Purchases vs Stock Purchase Ratio).

Customization - The ability to create customizable task types allowed Rettinger to define best practices and share them across experience levels in their company. No matter what type of job a customer requests, all of the information is automatically available to any employee that interacts with the customer.

Lead Automation - Integrating Striven's lead forms with their website has allowed them to consolidate and more easily access their leads. Because they come directly into Rettinger's system, they can instantly look into lead information and check pipeline status.



SEE THE RESULTS 



▼
66%

reduction in accounts
receivable balances

▲
100%

installation report
collection

THE RESULTS

Rettinger Fireplace is now running their entire business on Striven. They have successfully reduced critical process time for their sales department, installers, and office staff. Ultimately, Striven has provided Rettinger with a consolidated, affordable, and customizable ERP to effectively manage all of their work.

By automating their billing process, Rettinger **reduced their accounts receivable balances by 66%**. They now run lead-to-invoice in a single stream, having more visibility into the process. As a result, they have significantly increased both the efficiency of their teams and their customers' satisfaction.

Overall, Rettinger Fireplace has eliminated ambiguity and increased consistency. With easily accessible and customized information in Striven, they have practically automated onboarding new employees allowing their team to scale in order to meet increasing demands and future diversification.

Create Your Own Success Story With Striven

Striven is a true all-in-one business management solution, providing the visibility, transparency, and functionality required by growing businesses. See how upgrading your software can improve your business.