



Halquist Stone

IMPROVING THE CUSTOMER AND EMPLOYEE EXPERIENCE

Halquist Stone is a Wisconsin-based company whose full line of building and landscape stone is distributed nationally. The company was established in 1929 and has continued to grow, but their sales order process has changed very little since then.

Customers and employees were both becoming increasingly frustrated with the sales order process, as it would take days just to process an order. Orders were often lost, and supervisors and sales associates were spending the majority of their day entering data into spreadsheets, instead of completing their day-to-day duties.

After assessing the workflow, GFC business analysts noted how much frustration and wasted time the manual data entry and paper storage was causing. They offered a comprehensive, custom solution that included Laserfiche, to eliminate the problem by automating the sales order process.

Now, order processing takes a few hours instead of a few days. Supervisors can answer customer questions faster, complete orders faster and also make necessary changes to the orders faster. Nearly 3,000 hours of employee time spent on data entry has been eliminated per year. Customer and employee satisfaction have both increased dramatically, along with an estimated annual cost savings of over \$120,000.



THE CHALLENGE

To help a stone company process sales orders electronically, reducing time spent on data entry. This would improve customer service, minimize employee frustration and ultimately save money.

THE SOLUTION

GFC provided Halquist Stone a custom solution, which included the implementation of Laserfiche Enterprise Content Management (ECM) solution.

THE RESULT

An estimated annual cost savings of more than \$120,000. Orders are electronically delivered to supervisors within hours, speeding up production and delivery time.

“ Nearly 3,000 hours spent on data entry per year has been eliminated. ”

— Wade Balson, CFO
Halquist Stone



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