

Customer success story

SHC Direct

Industry



Professional Services

Location

United States

Greentree product suite

Financials

Screen Customisation Manager

Workflow

Data Import Manager

GREENTREE PROVIDES A DIRECT SOLUTION FOR SHC DIRECT

SHC Direct develops and delivers Loyalty Marketing Solutions to help companies create and sustain better customer relationships. Based near Chicago, Illinois, SHC Direct has assisted many clients in achieving their business goals, building stronger customer relationships with highly strategic marketing solutions.

After 20 years, its incumbent in-house-built system was struggling to cope with the workload. SHC spent a number of months evaluating its options and finally selected Greentree from a number of other options, including Microsoft Business Solutions. "For SHC, Greentree clearly stood out on project costing and reporting, and after the demonstration we were pretty confident Greentree was the ideal fit for our business," reports David Harris, Chief Operating Officer, for SHC.

Greentree Business Partner, ERP Visions, worked with SHC to implement the new business system. "ERP Visions was very helpful in the analysis and

getting the system set up. They were very honest in their assessment of our needs and are very easy to work with. Always accessible. They managed the implementation project very well and were quickly able to navigate any issues that arose." ERP Visions was also able to manage the implementation budget, and SHC Direct came in exactly on budget.

Since implementing Greentree, users at SHC have been very happy. "The reaction of users has been very positive for us," comments David Harris. "They have found the system quite intuitive and after some initial training were very confident in finding their way around."

Of particular importance to SHC when choosing a new system was the capacity to provide improved reporting for the company staff and managers. "The better reporting has definitely been a plus, and Greentree is so easy to use. The reporting and ease of journal entries have really been the standout features for us."



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David Harris, Chief Operating Officer, SHC Direct



SHC has also enjoyed significant improvement in performance and data access, saving it time and money while providing an increased insight into the company. "Greentree has been very helpful in streamlining the organisation's processes and information management. Much more information is available and being used by us."

"We are happy with the day-to-day stability of the system and are pleased with the ongoing support provided by Greentree and ERP Visions. Greentree is working very well."

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www.shcdirect.com

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