



Company:
Fair Pacific Bamboo Flooring

Industry:
Flooring

Accounting solution:
Microsoft Small Business
Accounting
QuickBooks

Z-Firm solution:
ShipRush for FedEx

Results:

- Instead of taking two to four hours to prepare shipments each day, it now takes just 15 to 30 minutes – total.
- Shipments go out at least a day earlier than with the manual process, usually the same day as the order.
- Fast shipping of flooring samples makes a great first impression on prospective customers and increases the likelihood that prospects will place an order.

“The faster we get flooring samples to potential customers, the more likely they are to buy from us. It’s their first experience of our customer service...With ShipRush, in a few clicks we can send them out, which tremendously helps our growth.”

— Greg Pasquariello, President

For more information, visit us at www.zfirm.com or call (206) 812-RUSH

Success Story: Fair Pacific Bamboo Flooring

Fair Pacific Cuts Hours from the Shipping Process, Ships Same Day with ShipRush

As the world becomes more aware of environmental issues, the “green,” environmentally-responsible building industry is seeing significant growth – 20 percent last year and 30 percent expected this year in the U.S. Green building refers to the use of innovative and environmentally sensitive construction techniques and products to reduce energy and water consumption, and improve residential comfort and safety.

As a maker of ecologically friendly flooring, Fair Pacific Bamboo Flooring has likewise taken off with the expansion of the green industry. In fact, it has grown about 20 percent per year since opening in 2002. The company manufactures and imports flooring from its factories in China, selling to homeowners, designers, developers, architects and installers across the U.S., Canada and Mexico.

As Fair Pacific has expanded, so has its shipping volume, now averaging 30 to 50 packages a day of flooring and flooring samples from its Denver warehouses. Soon after opening the business, president Greg Pasquariello recognized that processing shipments manually is inefficient.

“As a small company, we don’t have a lot of staff resources we can dedicate to filling out forms at shipping Web sites,” Pasquariello said.

Staff had to enter data twice – once in the accounting system and again on the FedEx and UPS Web sites. On average, it took about five minutes to prepare each package for shipping, amounting to two to four hours a day depending on sales volume. The cumbersome process caused delays.

Eliminating Duplicate Data Entry

To automate parts of the shipping process, Fair Pacific brought in ShipRush for UPS and ShipRush for FedEx. The software integrated seamlessly with the accounting software the company used at the time, Microsoft Small Business Accounting.

With ShipRush tied to the accounting program, staff members simply enter orders in the accounting software and ShipRush pulls relevant information to create all the necessary elements for UPS and FedEx shipping, including bar-coded shipping labels. At the same time, ShipRush sends tracking and shipping information to customers via email automatically, and stores that information in the accounting system for easy staff lookup.

As a result, the company automated the shipping process and eliminated double data entry.

Faster Shipping, Happier Customers

A few months after adding ShipRush, Fair Pacific moved to a new accounting system, and stopped using ShipRush. It knew it had saved considerable time with ShipRush, but never realized just how much until it had to handle shipping manually once again.

“The shipping process was very painful without ShipRush – so painful it took a day or two longer to get shipments out,” Pasquariello said.

Soon after, Fair Pacific migrated to QuickBooks specifically so it could use ShipRush again. Once again, the company cut hours out of the shipping process. Instead of taking two to four hours to prepare shipments each day, it now takes just 15 to 30 minutes – total.

With the ease of preparing shipments, staff members typically get shipments out on the same day the order came in, which is typically a day or more faster than with the manual process. That speed improves both customer service and the bottom line.

“When orders come in we can process them right there. It’s literally two clicks and the label is done,” Pasquariello said. “It’s a huge timesaver for us. Customers are definitely receiving orders earlier.”

Customers immediately have the information they need to track their orders, as do staff needing to answer customer inquiries, further enhancing customer service.

And improved service does drive a better bottom line. Many of the orders are flooring samples going to prospective customers. Metrics show a high percentage of customers requesting samples will follow through with a flooring order.

“The faster we get flooring samples to potential customers, the more likely they are to buy from us. It’s their first experience of our customer service,” Pasquariello said. “Every sample we fail to get out quickly could cost us a sale of a couple thousand dollars. With ShipRush, samples are shipped with a few clicks, which tremendously helps our growth.”

About Fair Pacific Bamboo Flooring

Fair Pacific Bamboo is the premier bamboo flooring company in the U.S. The company specializes in beautiful, natural material, and takes great pride in its product, customer service, and ability to help customers decide if bamboo is the right choice for their homes or businesses. Started out of a love for the environment, Fair Pacific sustainably harvests its flooring in the premier bamboo growing region in the world, delivering ecologically sound building materials – without sacrificing quality or durability. For more information, visit www.fairpacific.com.

About Z-Firm, LLC

Used by tens of thousands of shippers, Z-Firm’s software reduces complex processes to a smooth, integrated button. Established in 1992, Z-Firm has built parcel shipping solutions since 1998. Today the ShipRush platform is the most prevalent independent parcel shipping software in North America.

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