IMAGE SKINCARE

Age later.™

CUSTOMER
Image Skincare

HEADQUARTERS
Palm Beach, FL

COMPANY INFO
- Founded in 2003
- Products Sold in 30 Countries
- Over 100 Online Orders Per Day

SYSTEM PROFILE
- SAP Business One
- Shopify
- TaskCentre

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Image Skincare provides high quality, professional skin care products that are used in over 30 countries including the U.S., Europe, Switzerland, and the Middle East.

THE CHALLENGE

With revenue growing at 20-30% annually, the staff at Image Skincare was having trouble keeping up with incoming orders. "We were manually printing orders from our website and retyping into our ERP system. It was a drag on company resources, orders were misplaced, and the whole process was very inefficient," recalls Kevin Patrick, Chief Operating Officer at Image Skincare.

THE SOLUTION

That's when they discovered Fisher Technology and TaskCentre - Business Process Management software that automates virtually any manual process. "We immediately recognized the benefit of TaskCentre and saw that it was easier to use and more cost-effective than other products on the market," recalls Kevin. "Plus, the integration between Shopify and SAP Business One was performed without any custom coding, providing us flexibility to easily adapt the integration if our business needs change."

THE RESULTS

Now orders go from the website to the warehouse in just 5 minutes without manual intervention or duplicate data entry. Kevin points out, "It used to take anywhere from 8 to 24 hours to get a web order processed and shipped around. **It now takes about 1 hour on average, with the quickest turnaround on record of just 11 minutes!**"

The technology of TaskCentre has also improved customer communication which now includes automated order acknowledgement, shipping confirmation, and tracking details via email. Kevin says, "We went from a manual process that was inefficient and full of human error to a totally automated process that's easier to manage and more thorough. Since then, we've nearly tripled our web order volume and there's no way we would have been able to keep up without TaskCentre."

In addition, Fisher Technology used TaskCentre to automate the customer registration process. "Since we only sell our products to licensed skin care professionals, new customers were required to fill out a form and fax it in along with copies of their certifications and licenses," recalls Kevin. "Now that process is automated with all paperwork digitized and submitted online along with a company-branded welcome letter triggered automatically on approval."

"The solution that Fisher Technology implemented has changed our entire mindset at the company – anytime we identify an inefficient, labor intensive, or cumbersome process, we know it can be automated," boasts Kevin. "Fisher Technology truly lives up to their tagline: *What Do You Want to Automate?*"