

Retail Industry

Company Background

Little Trekkers is an e-retailer specialising in the sale of children's outdoor clothing and equipment

Geographical Area

No Limits

System

Mamut Enterprise

Total employees

6 employees

Total users

6 users

Why the company chose Mamut

- Mamut has all the functions required and is integrated to their bespoke webshop
- Mamut is very competitively priced
- Mamut provides all the information needed to manage the business

Benefits gained from Mamut Enterprise

- handling significantly more work with less staff
- improved customer service and response times
- more efficient administration – with no data re-keying

Installation

Q3 2006

E-commerce & Retail business implements single software solution with seamless integration to its web shop

Little
Trekkers
it's in their nature



Little Trekkers is an e-retailer specialising in the sale of children's outdoor clothing and equipment and also has a retail shop.

The reasons for changing software

As Little Trekkers has grown, the Technical Director Matthew Jones has always seen the use of technology as a way to help to maintain a high standard of customer service and also to work efficiently to keep his costs down.

Prior to replacing their software, Little Trekkers ran an accounting system which was stand alone from the rest of the business functions. The business was run dealing with the sales, ordering, stock and so forth and the accounting was then carried out separately.

On the web side the web orders were brought down, paperwork was raised, and the goods despatched. As a separate exercise, the book keeping entries were then posted onto the accounting system. This meant there was a lot of duplicated effort and data re-keying. A lot of time was spent on administration which could have been better used in expanding and running the business.

Matthew decided to look for a business software system which would allow Little Trekkers to run their business and at the same time deal with the accounting as they went along.

www.littletrekkers.co.uk

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The solution

Having taken a close look at a number of different software options Matthew chose Mamut Enterprise. Mamut covers all of the business functions in one fully integrated package built around a single database. The Mamut business software is also fully integrated with the company's bespoke web shop so that products and prices are maintained in one database and orders and enquiries on the web are automatically fed into the Mamut software without any data keying.

Stock information and quantities are all held in the Mamut software which has saved a lot of time. The accounting is handled by the software as the business is transacted, so that customers' orders and payments made via the internet are brought directly into the Mamut software and the payments are posted onto the relevant customer accounts. This has saved a lot of time on data re-keying.

When customers call, all the relevant information is immediately to hand. The sales team can instantly deal with customer questions such as:

- if there are orders which haven't been despatched
- if goods are in stock. If not they can tell the customer when they are due in
- there are notes of who said what and when
- they can instantly see all email correspondence relating to the customer
- they can see what a customer has bought and when they bought it
- customer return information is also available

All this customer service information is held on Mamut and is very easily and quickly accessed while a customer is on the phone. This has helped Little Trekkers to maintain the highest standards of customer service.

Key benefits of the Mamut solution

With most of the administration done by the software the main aspect of fulfilling customer orders is pick, pack and despatch.

There is no data re-keying.

Web orders are integrated with Mamut so that a new customer keys his contact details onto the web site along with his order and the system automatically sets up a customer card, places the order into the system and posts the accounting entries including the payment.

Mamut helps Little Trekkers to provide excellent customer service and response times through having instant access to all customer information.

Matthew Jones said "As our business grows the Mamut software helps us to maintain the high level of customer service we are renowned for by ensuring we have instant access to customer information and accurate inventory levels."

The IAAITC Member Firm logo consists of a stylized graphic of a grid of colored squares (red, orange, yellow, green, blue) that tapers to the right. Below this graphic, the letters "IAAITC" are written in a large, bold, white font with a rainbow gradient. Underneath, the words "MEMBER FIRM" are written in a smaller, bold, black font.

This Mamut installation was supplied and implemented by an IAAITC Member Firm .

The IAAITC (International Association of Accountants Innovation & Technology Consultants) is a network of independent accountancy firms throughout the UK.

If you would like more information about how the Mamut product range could help improve your business, or more general independent IT advice then please contact the IAAITC for details of your nearest IAAITC Member Firm.

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