

Customer success story  
Parmco Appliances

Industry  
Wholesale & Distribution 

Location  
New Zealand

Greentree product suite  
Financial Management  
CRM  
Supply Chain & Distribution  
Job Costing  
Manufacturing  
eBusiness  
Workflow  
Retail  
HR & Payroll  
Greentree IQ\*

# PARMCO'S UNIQUE NEEDS ONLY MET BY GREENTREE

**CHALLENGE** Parmco, a leading supplier of high-quality kitchen appliances, needed to create the platform to manage complex customer service demands in a rapidly expanding business.

**SOLUTION** Greentree manages details of service requests, sales, dispatches, customer credits and rebates, parts orders and warranties, and its customisation framework fills special needs.

**RESULTS** Invoicing & receipting no longer generate piles of paper, placing of orders and service requests is greatly simplified, sales reps can access and update data on the road, and management has a complete overview of activities and performance.



“There is no doubt in our minds that choosing Greentree was the right thing to do.”

Shareen Stewart, Finance Manager  
Parmco Appliances

If your expensive, high-tech oven conks out, you want a quick response to your shout for help.

“Excellence in all customer experiences, first time, every time” is at the heart of the core values of Parmco Appliances, which imports, distributes and services high-quality kitchen technology throughout New Zealand.

“Our primary goal is to provide exceptional after-sales service,” says Finance Manager Shareen Stewart. “We want to give them a great product. If a problem arises with the product, we make sure that Parmco responds very quickly.”

The quest for greater efficiency drove Parmco to look for an ERP system that could manage complex warranty-based servicing issues. They assessed SAP Business 1, Microsoft Dynamics NAV and Propella, and even considered a totally-bespoke solution, since no brand-named product seemed to meet Parmco’s highly

specific requirements. Shareen says their decision to go with Greentree was centred on its total integration, and its flexible customisation framework that could address the company’s unique operational issues.

## Keeping the customer satisfied

Based in the Auckland suburb of Mt Wellington, Parmco has been in business more than 23 years. It despatches thousands of rangehoods, canopies, ovens, freestanding stoves, dishwashers, refrigerators, waste disposal units and other appliances every year, sold through major distribution channels. Servicing is done by external agent networks and most of the appliances that Parmco supplies carry a five-year warranty.

Every call to Parmco’s call centre reporting a problem starts as an Incident Request – a process by which Parmco determines the action required. Products that have



failed under warranty generate a Service Request, which is then passed to the local service agent.

A service request can start a chain of paperwork that grows in complexity, depending on the nature of a fault and the action required to fix it. A fault that can be fixed on the spot may require parts from Parmco's warehouse, or a major defect might require return of the appliance to Parmco for repair or replacement. Parmco also issues warranty credits each month, and all of this then needs to be fed back into its financial database.

### Servicing's visibility

Parmco's old business system was largely self-built, to fill its very particular needs. It employed numerous bolt-ons to automate processes, which led to a number of manual processes and workarounds, plus a lack of financial visibility.

"It all grew organically as the business grew," Shareen recalls. "Our focus wasn't on technology; it was 'get on with doing the job and providing excellence in all customer experiences first time, every time, delivering the product, and providing the best possible solution for the customer'."

Service requests, Shareen says, were "consuming large amounts of resource with their complexity".

"We lacked clear visibility of the cost of warranty calls because we had no way of capturing the costs of the service agent, the parts going out, the person's time on the call, or how long it took us to get to the customer."

### A whole new view

With Greentree, Parmco can now assess the warranty issues around its various products, the effectiveness of its service agents, and much more.

"We now have excellent visibility and analysis capability for our entire service call function and Greentree has given us the ability to develop a range of

KPIs to drive the business forward," Shareen enthuses. "We're no longer battling a complex manual system; we can do proper reports on damaged stock, we can see so much more than we could before, and we're learning more about its capabilities all the time."

Call centre staff are delighted to switch from paper, to electronic handling of Incident Reports through Greentree's Workflow desktops.

"It's so much faster and the customised fields are worth their weight in gold," Shareen says. "Plus with Approvals & Alerts we're eliminating entry errors."

"Parmco's on-road sales staff have had their work revolutionised with Greentree WebView, which they can access from anywhere."

"We can send out quotes now at the push of a button, and it reminds them to do the follow-ups," says Shareen. "Our advanced pricing capability has changed spectacularly, because we don't have to trawl through the paperwork anymore to get the correct pricing for individual customers."

Shareen describes Greentree's business intelligence module IQ\* as "a most powerful, amazing tool".

"We have complete, real-time sales analysis from any customer and product perspectives, along with comparative analysis tools and comprehensive and detailed reporting," she says. "The leadership team of the business are excited because they are getting vital information to support the decision making-process."

"There is no doubt in our minds that choosing Greentree was the right thing to do," Shareen concludes. "It's giving us all the tools to really drive the business forward."

\*Powered by QlikView



For over 23 years, Parmco has been supplying New Zealanders with high-quality kitchen appliances. Purpose-built facilities based in Auckland provide complete sales, after sales, technical and stock support nationwide.

[www.parmco.co.nz](http://www.parmco.co.nz)

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### PARMCO PRIMED FOR BUSINESS