

**Company:**

Star Technology
www.notebooksupplies.com

Industry:

Computers and Computer
Accessories

Z-Firm Solution:

ShipRush FedEx for
QuickBooks

Results:

- Reduces shipping time by several hours each week.
- Automatically stores shipping information in QuickBooks, for any-time access to important data.
- Improves customer service with automated email notification of shipment and tracking numbers.
- Logs and centralizes Star Technology records to reduce incidence and cost of lost sales and fraudulent claims.

"Anytime a customer contests a delivery, if you don't have the delivery confirmation at hand, your company loses. Before ShipRush, we stood to lose a lot of money in lost products and fraudulent claims. With ShipRush, we have all tracking numbers logged and can prove each and every order was shipped and delivered."

— Marc Howerzyl, Partner,
Star Technology

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

Success Story: Star Technology

Computer Store Upgrades its Shipping Process with ShipRush for QuickBooks

Based in Aurora, Colorado, Star Technology supplies notebook and desktop computers, and accessories to customers worldwide. With more than 500 orders each month, the company's two-person team is the definition of busy.

Until 2007, Star Technology sent all packages manually using the FedEx. Team members re-entered customer information from their QuickBooks accounting software by hand into FedEx shipping forms. That method not only lacked efficiency for its duplicate data entry, but also left no way to track packages, or ensure they were delivered.

"We just sent them into the wind," said Marc Howerzyl, a Partner at Star Technology, "and hoped they got there."

Without shipping confirmation, the company was vulnerable to lost packages and fraudulent claims. If a customer contested a delivery, Star Technology was often forced to send a duplicate order at its own expense. To protect the company from such costly losses, as well as to streamline its shipping, Star Technology needed greater control of its shipping process and documentation.

FedEx Shipping within QuickBooks

ShipRush FedEx for QuickBooks promised just that: to improve shipping-time and record-keeping for Star Technology. Integrated seamlessly with QuickBooks, ShipRush eliminates duplicate entry of customer information and automatically keeps record of all shipments – in just a few clicks.

Star Technology processes each order by simply going to a contact record in QuickBooks and double-clicking on the ShipRush icon in the Windows System Tray. When ShipRush pops up, it automatically pulls the contact information from QuickBooks to populate a shipping form. With a click of the "Ship" button, a bar-coded, ready-to-use FedEx shipping label prints, and the package is ready-to-go.

ShipRush simultaneously emails the customer with his or her order number and tracking number, a benefit for Star Technology and its customers alike. Customers have the information they need to independently track shipments, which reduces status inquiry calls and email to Star Technology. ShipRush also logs these shipping details into QuickBooks, so Star Technology has an accurate history with which to verify all of its shipments.

Improving the Bottom Line

ShipRush cuts the shipping process down by several hours each week and eliminates costly errors. By automatically notifying recipients when an order is shipped, ShipRush helps Star Technology enhance its customer service, as well.

“By automatically providing the tracking number and shipping confirmation to our customers, ShipRush saves us a lot of time that we would otherwise spend making and answering phone calls,” Howerzyl said.

And ShipRush has all but eliminated Star Technology’s most vexing problem.

“Anytime a customer contests a sale, a company loses every time without the shipping confirmation,” Howerzyl said. “Before ShipRush, we stood to lose a lot of money in lost products and fraudulent claims. With ShipRush, we have all tracking numbers logged and can prove each and every order was shipped and delivered.”

“We’re pretty excited to have found ShipRush,” he added.

About Z-Firm LLC

Z-Firm makes parcel shipping integrated and easy. We bring large-firm automation to smaller firms, and allow warehouses to operate without needing six-digit shipping automation systems.

Founded in 1992, Z-Firm has been making parcel shipping software since 1998. Our solutions have the relevant authorizations and certifications from the shipping carriers (ShipRush is a FedEx Compatible solution). Our out-of-box integrated software integrates with accounting, POS and CRM software from the major publishers (Intuit, Microsoft, and Sage).

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