



Towsure

A major retailer in the camping and tow bar market with three superstores in Sheffield, Birmingham and Southampton, Towsure has an annual company turnover of £15 million, sends out half a million brochures every year and sells through its own websites plus eBay and Amazon.

📍 Sheffield, Birmingham and Southampton 🌐 www.towsure.com
Reseller: Kinspeed www.kinspeed.com



The challenge

Kinspeed first introduced Spindle Professional to Towsure to enable them to send an email to the customer when an order was despatched. Consignment tracking numbers from the carrier allowed customers to easily track the progress of their order themselves on the carrier's website. This reduced in-bound customer service calls by 40% and delivered massive cost savings for Towsure.

As their products are also sold by many other branded companies, this presented another big challenge for the warehouse staff. They had to load six OKI impact printers with different stationery in order to print out delivery notes and invoices for the different retail brands. A huge amount of human, manual intervention was needed to ensure sales orders were printed correctly.

"Implementing Spindle Professional has helped us to streamline processes, save money and improve our service to our customers - we wouldn't be without it. Now, if you need a postage stamp at Towsure you have to fill in a Capex form!"

Andrew Hogg, Managing Director, Towsure

The solution

Kinspeed suggested using stationery created through Spindle Professional and three HP laser printers; one for express picking notes, one for standard picking notes and one for invoices. Kinspeed added the brand to an analysis code in Sage 200 sales order processing and changed Spindle Professional to use the appropriate Word backdrop for the different companies. Invoices were filed electronically in Sage 200, against individual customers, using Spindle Professional's document management features. Towsure has a 100 user Sage 200 system and Spindle Professional for 50 users.

The results

Total cost **savings of over £48,000** annually

Annual **savings of £15,100** on preprinted stationery

520 hours saved annually manually organising orders, printing and separating invoices @ £10 per hour

780 hours saved annually filing invoices @ £10 per hour

40% reduction in inbound calls to customer services

Annual **savings of £20,000** on stationery and postage costs using Spindle Professional to email remittance advices, statements and purchase orders