

Citizen Watch Company Automates Document Processing to Optimize Holiday Season Sales



CITIZEN

Highlights

Citizen Watch Company retains control of document creation and order fulfillment while improving vendor relations by quickly meeting the demands of retailers with Quadrant Software's Document Output Management Solutions.

Industry

Retail

Solution

Quadrant Software's Document Output Management solutions

"Quadrant Software solutions have been an integral part of our business operations for many years as we strive to provide the highest level of service to our customers."

Bobby Sy, Systems & Technology Manager, Citizen Watch Company

Business Challenge

As the world's largest watchmaker, leader in revolutionary technology and ecologically friendly timekeeping, Citizen Watch Company of America, Inc. stands true to their mission in staying "Close to the Hearts of People Everywhere." From the beginning, it has been important that the Company have an authentic relationship with its customers; by having the fastest turnaround on orders, ensuring availability in major department stores globally, and most importantly ensuring that they can scale to meet the growing demands for their products, especially during the busy holiday seasons.



This holiday season was no different. Cyber Monday was just two weeks away and one of their largest retailers, Kohl's department store, tasked Citizen Watch Company with creating customized invoices and packing lists for drop shipping of products purchased on Kohls.com. This kind of request has become very popular among large retailers who would like all orders to be co-branded with their company name. Having experienced a similar scenario with JCPenney last year, Citizen knew they could rely on Quadrant Software to not only meet all of Kohl's requests but also meet their tight deadline.

Solution

Citizen Watch Company has been a customer of Quadrant Software's since 1996, relying on Quadrant Software's entire suite of Document Output Management solutions for the creation, distribution, and archival of almost all core business documents.

"Quadrant Software products have now become second nature," comments Bobby Sy, Systems and Technology Manager, Citizen Watch Company. "Their solutions have been an integral part of our business operation for many years as we strive to provide the highest level of service to our customers."

During the holidays, Citizen Watch Company notes a significant increase in customer orders, requests for watch repairs as well as order requests from retailers, all of which require the creation and distribution of shipping documents, invoices and purchase orders for their thousands of retailers, like Kohl's, worldwide. The company continues to turn to Quadrant Software's Document Output Management solutions to meet these requests.



Results

Using Quadrant Software's document creation solution, Formtastic™, Citizen Watch Company was able to create and print the documents easily and without assistance. Even after many changes to the specifications, Citizen finished before Kohl's deadline and was able to deliver on the customized documents two weeks before the busy holiday season started. Without the Formtastic solution in place, Citizen Watch Company would not have been able to meet Kohl's requirements and therefore would have missed out on online orders through Kohls.com in 2011.

"In order to meet retailer demands, many distributors outsource their order fulfillment and document printing. However, we feel that by keeping order fulfillment in-house it allows us to better serve our customers," adds Bobby Sy. "By not outsourcing we're able to retain control of fulfillment, ensuring quality and allowing us to meet customer demands quickly. In addition, it's much more cost effective."

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About Quadrant Software

Quadrant Software is a leading provider of Document Output Management (DOM) software and solutions for the enterprise. Through its award-winning FastFax™ and Formtastic product lines, companies can electronically create and manage mission critical documents that are delivered via print, fax or email to reduce expenses, increase productivity and improve communication in a more secure and compliant manner.

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*Bobby Sy, Systems and Technology Manager,
Citizen Watch Company*