

The Customer
Advantage



ARCTIC GLACIER



INCREASED REVENUE

"Billing has also improved because Accounts Receivable information is current and accurate, improving revenue and the relationship and trust Arctic Glacier has with their customers."



COMPANY PROFILE

INDUSTRY:

Packaged Ice

LOCATION:

West Point, IA

EMPLOYEES:

30

OF LOCATIONS:

1 Main

5 Remote

SYSTEM:

RM2000

MODULES IN USE:

Electronic Faxing

Advanced Communication

Advanced Mapping

Dennis Menke's Arctic Glacier franchise originally learned about Advantage Route Systems (ARS) at an IPIA trade show. At the time of the meeting they were using ice-specific DOS-based software. Additionally, Arctic Glacier was using a custom software to pre-print route tickets. These systems were no longer meeting the demands of this rapidly expanding company.

With five remote locations and one main office, it was taking 3 to 4 days for route information to make it back to the office. During the slow winter season, it was not uncommon for route information to be up to 2 weeks behind. This created many difficulties for monthly billing. Their initial goal when they made contact with ARS was to invest in handheld computers that would help save time in the office, eliminate ticket errors, receive route data the same day, and improve customer billing.

CHANGE WITH ROUTE MANAGER

Since going live with Route Manager in January of 2002, operations have improved significantly. In a short period of time, Arctic Glacier was able to meet all of their objectives. Manual data and transcription errors were eliminated with the use of handheld computers. Drivers and customers report that they like the handhelds because they provide printed receipts, eliminating manual tickets, and providing access to up-to-date account information, balances, and even payment information. This improved both cash flow and customer relations.

COMMUNICATIONS

With drivers scattered throughout the state and five remote locations, it was not practical for drivers to return to the main office. Kevin Rauenbuelher, the office manager of this Arctic Glacier franchise, stated that, "Since the implementation of the RM2000 program, overall communications have been greatly facilitated. In particular, the main office is now updated nightly with delivery and service information from each of the remote locations. Now that the drivers are equipped with handheld computers they have access to account balances and are able to relay accurate information to the customer at any time. Billing has also improved because Accounts Receivable information is current and accurate, improving revenue and the relationship and trust Arctic Glacier has with their customers."

EXPANSION

Arctic Glacier has grown significantly since the implementation of RM2000. Kevin reports, "Expansion and growth would not have been as smooth, controlled, and efficient if we did not have Route Manager. With Route Manager we were able to grow while avoiding the cost of hiring additional office staff."

CUSTOMER SERVICE

Advantage Route Systems offers support that is second to none. Arctic Glacier complements ARS for always providing the support that is needed to run at peak efficiency.

We do it all for you. Call 888.294.7688 to schedule a demo or visit www.AdvantageRoute.com

WHO IS ARS?

Advantage Route Systems of Turlock, CA, USA is a global distributor of route-automation solutions. Since 1994, ARS has been the leader in route accounting, handhelds, GPS and other applied technologies for bottled water, water treatment, ice, propane, oil recycling, coffee, and many more industries. With an installed base of over 6,000 routes in 45 countries, ARS consistently brings quality products to the market for progressive companies. Our 24x7 world-wide customer service center is second to none.