

OzLINK Customer Success Story

Clearwater Enviro Technologies, Inc.

Generating More Green With OzLINK



At a Glance:

Clearwater Enviro Technologies, Inc. designs and manufactures non-polluting, and maintenance-free technologies for solving hard water purification. They are the leading manufacturer of environmentally friendly products. The company's distribution includes most of the major wholesale plumbing supply dealers in the United States and over 600 dealers internationally. CET is dedicated to solving hard water issues and reducing the need of chemicals to purify water. Established in 1989 the company resides right outside of Clearwater, FL.

Industry: Environmental Technologies and Manufacturing

Oz Solutions: OzLINK Pro for UPS and Direct Email Notification

Applications: QuickBooks Premier®, UPS WorldShip®

Key Benefits:

- Decreased inquiries on order status by 100%
- Created an updated professional look to their brand

The Challenge:

Eliminate customer service calls inquiring about order tracking information. The owner realized that customer satisfaction was being harmed due to customers not receiving an immediate notification with their tracking number when they purchased. Their system was set up with the following customer shipping communication:

- The package tracking number was printed on a paper invoice
- The process invoice and order got shipped out with the packing slip
- The paper invoice would be mailed with the package tracking information included which could take up to 4 days to receive
- The customer would call inquiring about their order tracking number before they got their invoice

CET realized they needed a solution that could send an email with tracking information out to customers the moment the package was ready to be shipped.

The Solution:

CET was able to work with Oz Development to add a custom direct email notification function to their OzLINK Pro QuickBooks Premier®, WorldShip® integration. The tracking number is still included in the mailed invoice but the customer now gets real time email communication about their order the instant it has shipped. Since implementation the custom direct email notification has:

- Decreased customer service calls about tracking by 100%
- Created a branded professional look to their customer communications
- Brought the company up to date with real time communication

Lois A. Kessler is the Office Manager at CET and had this to say about her experience with OzLINK: "It's great how it helps us service our customers better. When we process a shipment it automatically shoots out an email to the customer. I think it's wonderful. Part of the reason we implemented the custom direct email notification was to bring the company up to date and look more professional. We were able to accomplish that with OzLINK."

"I don't think I have had one customer call asking for a tracking number since we've implemented the Custom Direct Email Notification with Oz. People are getting their tracking numbers and if they have a question they just go and track their own order. It's very, very good"

*- Lois A. Kessler, Office Manager
Clearwater Enviro Technologies,
Inc*



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