

## OzLINK Customer Success Story

### Corporate Lactation Services Nurturing Order Efficiency With OzLINK



#### At a Glance:

Corporate Lactation Services (CLS) was established in 1996 to assist companies in creating an environment that would allow women to continue to breastfeed once they returned back to work from maternity leave. They have been able to accomplish their goals in two major ways. The first is by providing consultation to businesses in the design of breastfeeding facilities. The second is by offering educational support about breastfeeding to mothers' before, during, and after their child is born. CLS has made the return to work after child birth for thousands of women a lot easier.

**Industry:** Healthcare, Work-Life Services

**Oz Solutions:** OzLINK Pro

**Applications:** QuickBooks®, Salesforce.com, UPS WorldShip®, USPS

#### Key Benefits:

- Decrease in order errors
- Efficiency increased in order processing by 70%
- Increase in customer communication

#### The Challenge:

Since the company is distributed geographically, it was very important for CLS to have all of their systems and cloud applications work together seamlessly. Their employees were spending too much time on creating customer accounts in several different databases. Once the order would go in to QuickBooks, that same customer information would need to be re-typed in to either UPS WorldShip or the USPS site. This led to too many order errors. These tasks like entering orders, quality assurance, and shipping were taking time away from the most important aspect of CLS's business: Consulting and supporting their customers.

#### The Solution:

OzLINK was implemented to integrate Salesforce.com, QuickBooks and UPS WorldShip. These products now work together at top level and allow the CLS office to gain more efficiency. Since implementation CLS now has less order errors, can handle more business more effectively, and the process of enrolling a person or purchasing product was reduced substantially. With a more efficient fulfillment process the employees are now able to spend more time supporting and educating their customers. Heather Chase, President of CLS, said "I love how OzLINK integrates the systems. It is all about efficiency and timeliness. OzLINK is quick, efficient, and fabulous".

"The process to integrate OzLINK with QuickBooks was simple. The service given by the OzLINK staff is great."

- Heather Chase, President,  
Corporate Lactation Services



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