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Produce Pro Plus: E-commerce, Document Imaging Case Study: Testa Produce, Inc.

Project Profile

- Software solution to grow with the company
- E-commerce solution to place orders online
- Easy way to communicate with customers
- Electronically scan and store documents and reduce the need for paper files

Most produce companies start off small. As their customer base, reputation, and grower relationships expand, so do their orders. Testa Produce did just that. Originated in 1912, Testa started off with a horse and buggy and grew into a 60+ truck fleet and a state-of-the-art, LEED® Platinum (Pending) warehouse facility, where quality and customers always come first.

“In order for us to take our business to the next level we needed a software system that could handle our industry’s needs. Produce Pro has done just that,” stated Testa Produce CFO, Len Moskowitz.

Challenges

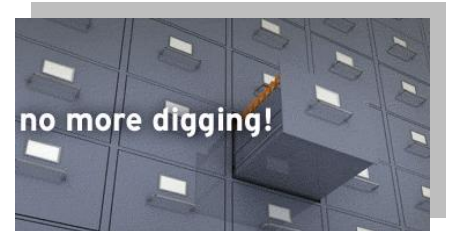
- Find a software company that can adapt to industry changes and change as needed.
- Provide a way to help customers order faster and more efficiently.
- Reduce the amount of customer service representatives needed as orders grow.
- Manage the paper flow efficiently in a manner that keeps it organized and reduces file cabinet space.
- Keep customers educated on the current market conditions for the items they buy.
- Have a way to contact customers quickly when a recall happens.

Results

Several years ago, Testa implemented a major time-saving addition which included a move to utilize Produce Pro’s online ordering solution. In 2003, Testa was one of the first foodservice companies to have online ordering available to their customers.

“Partnering with Testa to further develop E-commerce allowed Produce Pro to have direct input and suggestions from the users. The input Testa provided was invaluable in making E-commerce what it is today,” said Dave Donat, Produce Pro President.

Testa was able to eliminate the need to file document hard copies by adding Produce Pro Plus feature, Document Imaging. Document Imaging makes paper documents easily accessible through Produce Pro, eliminating the need to keep a file cabinet full of paperwork. Documents can be easily printed, emailed, or faxed at any time throughout the system. Testa has the ability for its customers to access their invoices online by pairing Document Imaging with E-commerce. Testa’s customers log on to the “online store” set up by Produce Pro, to view, print, and/or email invoices.



Produce Pro’s customer correspondence feature allows users to easily send messages to customers. Testa utilizes Produce Pro’s customer correspondence utility to send out market reports once a week and to send out recall notifications if necessary.

Solution

Testa Produce receives 750+ orders a day with 150 to 200 orders done through Produce Pro’s online ordering. With increasing orders, Testa uses Produce Pro’s E-commerce solution to eliminate some phone orders.

“Through Produce Pro’s E-commerce system, over 100 of our customers enter orders daily into our system. When the order is placed online, the system instantly creates an open sales order in real time. The E-commerce capabilities have saved us from needing to hire more people during peak times to take phone orders,” states Len from Testa. *“Our customers that do order online use it as their preferred method of ordering.”*

Customers who use E-commerce find it the best way to order. E-commerce allows users to view, change, and make additions to their order 24/7. No need to call within a set time, simple log into site and order away. Produce Pro has found that its customers' customers favor the Produce Pro way of ordering online.

"We have been a customer of Testa Produce for many years. Over that time we have become huge fans of their online ordering system. The speed in which you can retrieve important information, pack size, pricing, and overall produce details is tremendous when in this business, time is one thing you do not have. Having the ability to locate items as well as revert back to the market report when needed has given us a tool that is second to none. Online ordering has been a new addition to most vendors these days but so far none compare to Testa's Produce Pro system. We will continue to support this new way in ordering," states Randy Farber, Director of Food and Beverage for the Bolingbrook Golf Club.

With a rapidly expanding business Testa's need for more room became apparent. In 2009, preliminary construction began for a new state-of-the-art Green Facility. Currently, Testa operates out of a new 91,300 square foot distribution facility, equipped with the most advanced, sustainable features available. "Testa is continuously making significant changes and additions to our business practices, with Produce Pro integrating every step of the way" states Peter Testa, President of Testa Produce, Inc.

Customer Profile

- Founded in 1912, Testa Produce, Inc. is Chicago's premier independent produce distributor. In addition to a broad line of domestic, local, organic, sustainable and imported fresh produce items, the company delivers frozen, canned, and specialty foods to fine restaurants, hotels and institutions in and throughout Illinois and much of Wisconsin. Testa is a member of PRO*ACT, the foodservice industry's largest produce buying and marketing organization, and Legacy Food Service Alliance.
- Testa implemented Produce Pro Software in June 2003.

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