

CUSTOMER SPOTLIGHT: PKU PERSPECTIVES CANADA

“Bloom Where You are Planted”

Profile:

Location:

North York, ON

Industry:

Specialty Food

Customer Since:

Feb 2014

What They Needed:

- AdvancePro Site License
- Third Party Approval (3PA) Webservices
- CEO Whiteglove Training

About PKU Perspectives

After preparing meals for two PKU children for more than thirty years, we have discovered that convenience is most appreciated when you must prepare two meals at a time. PKU Perspectives was formed to share with all PKU families and those on low protein diets, the convenience foods we have learned to enjoy.

Mission

To provide economical low protein foods that are natural, delicious, and easily prepared.

The Business Challenge

Perspectives receives orders from clinics, hospitals and health organizations who purchase specialty food products. Individual patients place orders with the clinics and health organizations for their desired food. The ordering process requires that patient orders are approved by the clinic or insurance company before PKU Perspectives can process orders and ship product to the patients.

The challenge was that there was a great time delay between the time a patient placed an order with a clinic, and when the patient actually received their order for their essential food products. **This delay was caused by the time necessary to review and re-enter the order through PKU Perspectives' ordering systems..**

“Since implementing the 3PA system, our customer satisfaction has drastically increased! Our customers now experience fast turnaround times and are confident that they will receive their food when they need it.”

– Ben Hart, PKU Perspectives Canada



Disjointed systems and long approval delays hampered PKU Perspectives' ability to efficiently service their customers. AdvancePro implemented an easy to use third party approval system that integrates directly with the backend fulfillment, unifying the whole process.

What PKU did before AdvancePro

Prior to implementing AdvancePro, patients would place orders with clinics and health organizations. Once approved, orders would be placed online, then manually entered in QuickBooks.

Contact Us

1-800-970-9071

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About AdvancePro

AdvancePro knows that each business is unique, with special challenges and needs. AdvancePro owners have been in the warehousing industry for over 20 years. Our team of business process experts work with you to fully understand your specific workflow and help you identify and remove bottlenecks. AdvancePro gives you the systems and tools to grow your

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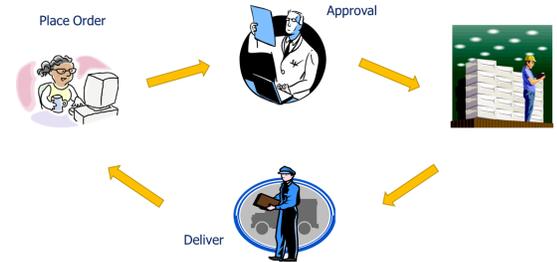
Key Benefits

- ◆ Third Party Approval (3PA)
- ◆ Streamlined Fulfillment
- ◆ Removed Approval Delays
- ◆ Unified Systems
- ◆ Real-time Information
- ◆ Faster Delivery to Customers

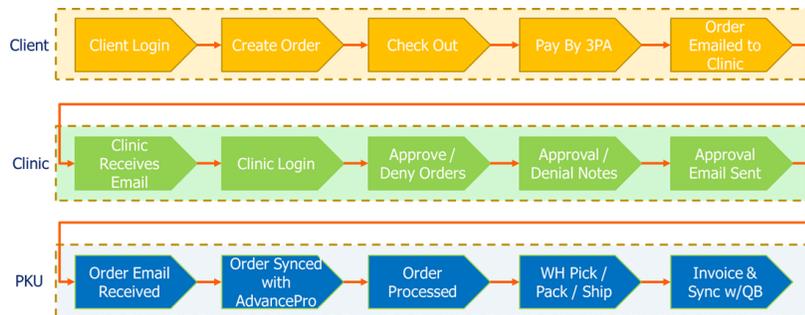
The AdvancePro Solution

The AdvancePro team worked closely with PKU Perspectives to create a special web platform called the **Third Party Approval (3PA) system**. This unique system, which is totally integrated with their AdvancePro software for order fulfillment, allowed orders placed by patients on an online shopping cart to first be sent to the clinic for approval.

Only once the clinic had approved the orders, were they sent to PKU perspectives for fulfillment. This approach allowed PKU Perspectives to focus their efforts on managing their business well, while totally eliminating the time consuming and error prone system of holding orders until they were approved.



By switching to AdvancePro as the backend for their entire operations, they were able to roll all of their disassociated systems into a single integrated system, so the front office, the warehouse and the accounting department were all on the same page working with real-time information. PKU Perspectives saw an immediate increase in fill rate, thanks to their real-time website which informed their clients of product availability. Their customers benefited from quicker turnaround times and properly fulfilled, complete orders.



Streamlined PKU Perspectives' AdvancePro Workflow

Conclusions

The Third Party Approval (3PA) system and end-to-end order processing and fulfillment has dramatically improved the efficiency of business operations at PKU Perspectives. Approvals are getting done more quickly,

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