



## Merino Computer Concepts Reduces Annual Costs by \$60,000 while Improving Service Delivery

Serving Northern California's fast-growing Central Valley, Merino Computer Concepts (MCC) provides network and computing technologies and support to help businesses increase efficiency and productivity.

### Service Team Automation with QuickBooks Integration

An MCC partner recommended a specific online service management product. However, upon evaluation, MCC found it to be cumbersome to use. Simply scheduling an appointment took seven to eight steps.

An online search led MCC to BlueFolder, a leading provider of service team automation solutions. Several members of the MCC team signed-up for a free trial of BlueFolder's Web-based BlueService solution, and found it surprisingly easy to use.

"The BlueService interface looked clean and pleasing to the eye," Merino said. "Compared to the other products we tried, we found it to be very user friendly. It only took a couple of steps to schedule an appointment. We were really impressed with the product."

The automated export to QuickBooks further sealed the deal. That meant that, as engineers enter project data at client sites, the office manager can automatically bring those complete details right into the accounting software.

*"Within a couple of weeks, BlueService easily paid for itself. We're very happy with the product, and service from BlueFolder has been excellent. They always respond immediately."*

– Joseph Merino, president  
Merino Computer

Since opening a decade ago, MCC has set itself apart with quality, timely and client-focused service. However, the company's service delivery-processes have not always been as streamlined as they could be.

In 2006, president Joseph Merino looked to move away from a paper-based, multi-step approach to service documentation. At that point, his team of network engineers filled out paper forms at client sites with details that the office manager had to later re-enter into the accounting system.

When finished with the information, the office manager filed forms away. Whenever clients called, or engineers needed client histories, staff members had to sort through physical files.

On top of that, the company spent \$3,600 a year printing the three-part paper forms that they manually filled out.

"I thought, 'There must be some sort of Web-based service management system available,'" Merino said.

#### CUSTOMER:

Merino Computer Concepts  
[www.mccpros.com](http://www.mccpros.com)



#### BUSINESS CHALLENGE:

MCC wanted to move away from a paper-based, multi-step approach to service documentation.

#### SOLUTION:

BlueService provides a centralized, Web-based, automated approach to managing all service details, and links to QuickBooks for accounting efficiency.

#### BENEFITS & RESULTS:

- QuickBooks integration cut 10 hours per week out of invoicing, and enables the business to get invoices to customers two to three days earlier.
- Time-savings, plus savings on printing costs, add up to about \$60,000 a year – helping pay for another billable network engineer.
- The service paid for itself within just a couple of weeks.
- With all information just a click away, Merino improved response times to customers.

“We were excited about the integration with QuickBooks and the time-savings that would mean,” Merino said.

### **One Location for Managing Client Service**

Within a day of launching BlueService, MCC staff began using the solution with minimal training. All team members access it daily to schedule appointments, track client hours, log the details of client visits and support billing.

Network engineers log on from any location to see clients’ network infrastructure and histories, and update the system with new details. A time-tracking feature of BlueService allows them to track labor hours accurately.

As expected, the QuickBooks integration saves as much as 10 hours a week in invoicing, and shortens the time to get invoices to clients. BlueService also automatically brings over any notes engineers enter about projects, giving clients detail about the services provided on invoices.

“The BlueService integration with QuickBooks saves us a considerable amount of time when invoicing our clients,” said Lori Cundari, office manager. “With one click, we automatically bring all service ticket information into QuickBooks. Invoices are done very quickly and accurately, usually 2-3 days faster than before.”

### **Simpler Service Agreement Tracking**

MCC also benefits from a valuable feature that BlueFolder incorporated as a result of customer feedback – tracking of service agreements. Before, MCC logged work against service

agreements by noting time spent in Excel, which was not always accurate.

In BlueService, the team now has a category for service agreements. As engineers work with a specific client, the time logged in that category subtracts from the total service agreement hours to ensure everyone always has an exact record. MCC can view the total at any time, and even sends quarterly reports to clients now.

As a manager, Joe Merino also appreciates the detailed information that BlueService offers. He regularly reports on labor hours in BlueService to understand workloads – insight that supported the decision to hire another engineer.

MCC also elevated client response times with the ability to look up information immediately, instead of having to call clients back after sorting through paper files.

### **ROI in Just Weeks**

Merino expected to reduce costs with BlueService, but the savings have exceeded expectations. Combining time saved by the office manager, as well as by engineers in noting and locating details about client service, the team gets back hours every week, amounting to about \$1100 per week in staff time. Also pocketing \$3,600 in printing costs, savings over the course of a year add up to around \$60,000 – helping pay for another billable network engineer.

“Within a couple of weeks, BlueService easily paid for itself,” Merino said. “We’re very happy with the product, and service from BlueFolder has been excellent. They always respond immediately.”

## **About BlueFolder**

BlueFolder is the world’s leading provider of Service Team Automation (STA) Solutions. Its flagship offering, BlueService™, is a web-based and fully managed application delivering a simple and accessible method for businesses to manage their service teams and extended resources. Through the power of BlueService, and with no need for software or hardware, companies of all sizes are reaching an immediate return on investment by significantly increasing efficiency and dramatically reducing operational costs. BlueService is priced on a monthly basis, does not require an annual commitment and was named a Product of the Year finalist by *Small Business Technology Magazine*. For more information, visit BlueFolder’s website at <http://www.BlueFolder.com> or call 866.253.BLUE.