



***“We are now able to provide a Global Reach with a Local Touch.”***

Roger Shaw, Manager of Marketing and IT Systems



## Chempax gives companies the competitive edge in Customer Service

- **WHO:** Lintech International of Macon, Georgia is a company with a “Global Reach and a Local Touch.” Lintech serves the Chemical Distribution market by providing a comprehensive line of quality raw materials with superior sales representation and the highest level of service.
- **PROBLEM:** Lintech had an outdated software solution that was not serving their needs efficiently. They needed the ability to email order confirmations and invoices to their customers in a timely manner. Lintech has two separate systems supporting their sales representatives (CRM) and accounting staff slowing down the lines of communications. The system also required dual maintenance.
- **SOLUTION:** According to Roger Shaw, Manager of Marketing and IT Systems, “We instituted a very meticulous evaluation process with a defined set of criteria to find an improved software solution.” Their primary objective was to streamline customer service processes. Lintech needed the ability to handle separate pricing for each customer, combine orders from many warehouses, show everything the customer purchased plus provide an integrated CRM package. **“Chempax was able to provide all these capabilities. The fact that Datacor has specialization in the chemical industry was a clear advantage.”**
- **RESULT:** **“With Chempax, we have higher customer efficiency as we are able to place more orders with the same amount of personnel”** states Roger. Lintech now has one system for sales and accounting with comprehensive customer information at their fingertips. “We have recommended Chempax several times because the system is excellent and the Datacor staff is very dedicated to customers.”



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