

# Case Study: HighMark Outdoor



*"I'm on the road 20 days a month. ClarifyOffice™ allows me to stay on the pulse of my business wherever I am while minimizing the need for internal staff to manage day to day activities."*

**Jason Moore, One-man Global Enterprise - HighMark Outdoor**

## Quick Facts:

### Industry

Apparel  
Manufacturing

### # of Users

1

### Objective

*"I needed the tools to manage my business and not be tied to one computer or office."*

## CUSTOMER PROFILE

HighMark Inc. supplies custom outdoor apparel to large winter resort operators. With an entirely outsourced business model, Jason Moore is literally able to single handedly fulfill high-volume orders with the help of ClarifyOffice which manages the inquiries, orders, and customer relationships.

## CHALLENGES

Jason travels extensively, managing virtually every aspect of his business. With a core team of outsourced suppliers, vendors and partners, a web-based business management solution was necessary to manage relationships and respond quickly on the fly. With manufacturing in China, fulfillment in the US and clients spread throughout the country, Jason's goal was to stay lean while scaling into larger and larger orders.

*"We had no clue what tools were available to us. When I discovered ClarifyOffice and saw what it could do, it was a liberating experience to say the least. I work and live on the road and mobility was vital to my growth. I also needed web-based feature-sets that didn't rely on me having my laptop at all times."*

## SOLUTION

The company's implementation took two days. Email was set-up so Jason could reply from several addresses in a single account. This allowed him to wear multiple hats at the same time...both for sales and customer service related inquiries.

Standardized email templates were created for responses to the most common customer and prospect questions. When sales inquiries come-in from the company website, targeted responses were set-up to reply automatically. Custom forms and fields allow the Jason to segment customers by type, status, and purchase history.

Calls to the company toll-free number offer callers multiple extensions similar to larger competitors, even though Jason picks up the line on most of them. This allows him to project the image of a larger company and helps to build credibility with new prospects.

Customer, prospect, vendor and support contacts were segmented in the company's Clarify database for effective searches and reporting.

*"My customers believe I am much bigger than I am which allows me to go head-to-head with my more formidable competitors. Once they get their product delivered on time and on budget, I just let them know I am a one-man global enterprise. Isn't that what's it's all about today?"*

## RESULTS

- ✓ The capacity to run critical daily processes and access information from anywhere
- ✓ Professional, effective management of sales and support inquiries
- ✓ Phone, fax, email and web integration to consolidate communications
- ✓ Instant access to documents and forms without depending on a single machine
- ✓ The efficiency of a large enterprise with the nimbleness of a small company

## WEBSITE

highmarkoutdoor.com