

COVER Story

Thalerus: Frequent Updates and Easy Changes

www.thalerus.com

Eagle Office Products, Round Rock, Texas, converted to Thalerus close to two years ago. "It was less expensive, more intuitive and more modern than what we had used previously," says Jay Hoffman, owner. Even better, he adds, is that the software continues to evolve as there are updates to improve or add features at least monthly.

"Thalerus has been outstanding with respect to listening to customers and making changes that help us," says Hoffman. Even before the system went live he requested software changes to set up his commission structure and the company responded.

For the conversion, a Thalerus project manager was assigned to the dealership to review its business expectations and learn how it would use the software. Then remote, multi-hour sessions were held weekly for eight weeks, during which screens were reviewed to ensure the configuration was in line with expectations. Operators used sample log-ins and sample data to run through routines as part of the learning process.

The Thalerus software is fully integrated with the ordering website it provides. "Customers land on a separate non-Thalerus landing page, but as soon as they hit the order entry button they are taken to the Thalerus server," says Hoffman. Thalerus manages all product data, and that service is included in the monthly fee.

"The website is fantastic," says Hoffman. "It provides pretty much all the features you could want—purchase authorization, product images, pricing availability, and more."

When a customer places an order online it easily moves through the system and the order gets delivered the next day, explains Hoffman. If there is a concern—such as an unusually large quantity, an unusually high dollar amount or if the account is past due—the system stops the order.

Support is readily available from Thalerus. "They are knowledgeable about their product and timely when it comes to fixing issues and answering questions," says Hoffman. An electronic ticket system handles less urgent service requests. "The help screens are outstanding, but there is nothing like being able to pick up the phone, talk to someone and solve the problem in just a few minutes," he adds.