



## Jubilee Chocolates

### At A Glance:

- **Company:** Jubilee Chocolate
- **Location:** Philadelphia, PA
- **Industry:** Food/Beverage, Electronic Commerce, Retail
- **Challenges:**
  - Company needed CRM application integrated into online Web store to better serve the new corporate clients flocking to the site in the wake of national publicity
- **Results with NetSuite:**
  - Saved \$40,000 a year in new employee salary



*“We are a small company but now we are routinely getting corporate orders in the tens of thousands of dollars. We are able to offer these clients superior customer service despite our size because of NetSuite Small Business CRM features.”*

— John Doyle, Co-Owner

Jubilee Chocolates

### The Results: Saving on Salaries

You don't have to be a chocolatier — even one that sells fine, handmade, preservative-free confections whose ingredients come from local farms that dot the Delaware valley — to know it is a cyclical business. The two biggest seasons: Christmas and (what else?) Valentine's Day.

A small company with less than ten employees, Jubilee Chocolates' human resources are stretched very thin during these peak seasons. By automating the order management processes and other back end functions, Jubilee is able to save at least one mid-level executive position, at \$40,000 a year, and divert those resources to other areas, according to co-owner John Doyle.

### The Challenge: A Small Company with a Mission

There is just something about Jubilee Chocolates that lands it on the covers and in between the pages of national magazines. Gourmet magazine featured the company and its wares last year on its cover; for this holiday season Business Week cited it as a classy, not to mention delicious, gift idea.

Doyle's explanation for the company's media exposure is a simple one: “The chocolates are magnificent,” he says.

Indeed they should be. Doyle, and his business partner and wife, Kira Baker, wanted to establish a company known not only for its French confectionery traditions, but also for its community presence and good works. As it turns out, the two goals were not mutually exclusive. The ingredients that go into the chocolates — flavors include bergamot-orange, lavender-honey, fresh raspberry and saffron-rosewater — come from nearby farms, or in the case of the mint, from student gardeners in local schools. “Our cream comes from a family farm, our honey from a part-time beekeeper,” Doyle says. “The community is part of who we are and we wanted our company to be a reflection of that.”

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*“After the articles in Gourmet magazine and other media, we were bombarded by inquiries and orders. NetSuite Small Business helped us scale up very quickly.”*

— John Doyle, Co-Owner  
*Jubilee Chocolates*

### ...And A Sudden Deluge of Clients

But in the end, it was the chocolates that brought Jubilee to the attention of Gourmet magazine, and later, Business Week.

After its first national profile, the orders, not surprisingly, began to pour in. Jubilee Chocolates found itself in the enviable position of having to scale up immediately to handle the surge in demand.

Fortunately, since its inception Jubilee had been using NetSuite Small Business accounting and inventory management features to help manage its product distribution in the handful of Whole Foods stores that market its chocolates. It was also using NetSuite Small Business online Web store to run its e-commerce site.

“We were able to handle the influx of orders thanks to NetSuite Small Business,” Doyle says.

### The Solution: High End Customer Service

Since that initial surge, Jubilee has landed a number of new corporate accounts. The company has been able to manage the needs and demands of this new customer base using NetSuite Small Business CRM features, Doyle says.

“We are a small company but now we are routinely getting corporate orders in the tens of thousands of dollars and this is where NetSuite Small Business really helps us — by handling these accounts. When a company places an order of this magnitude it expects personal attention. We are able to provide it, thanks to NetSuite Small Business.”

The online store is usually the first contact corporate customers have with Jubilee, he says. Oftentimes the orders are simple enough that the online form is sufficient to capturing the necessary order and customer data. But for other orders that may be more complex, there is usually a lot of back and forth on the phone or by e-mail regarding estimates and delivery options, Doyle says. “NetSuite Small Business helps us keep track of it all.”