



## Romanicos Chocolate

[www.romanicoschocolate.com](http://www.romanicoschocolate.com)



### At A Glance:

- **Company:** Romanicos Chocolate
- **Location:** Miami, Florida
- **Industry:** Retail; Ecommerce
- **Challenge:**
  - Integrate CRM, ecommerce, accounting, and shipping functions on one platform that is easy for a small business owner to set up and manage herself — and access from any computer.
- **Software switched from:** Salesforce.com, QuickBooks, FedEx shipping software
- **Results with NetSuite:**
  - Gave Romanicos an ecommerce system that was integrated with CRM, accounting and shipping
  - Where a handful of orders used to mean hours of processing — inputting data into multiple systems — Romanicos Chocolate can now handle scores of simultaneous orders with ease
  - Eliminates the need for a full-time employee just to manage orders — saving at least \$30,000 a year

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— Alejandra Bigai, owner  
Romanicos Chocolate

### The Results:

By integrating CRM, ecommerce, shipping, and accounting functions under one platform, NetSuite enables Romanicos Chocolate to process more orders accurately. Where the company used to get bogged down inputting data for just 6 orders, now it can handle 100 or more orders a day with no bottlenecks — with much better customer service.

By giving Bigai instant access to all of her key sales and customer data, and making it easy to track orders as they are processed, fulfilled, and shipped, NetSuite has enabled her to keep her sales up and her payroll expenses down. "Without NetSuite, I would need an extra person just to handle orders," says Bigai. "That would cost me at least \$30,000 a year."

Most importantly, by providing a comprehensive, real-time view of orders and customers, NetSuite lets Bigai worry less about glitches and focus more on the innovative chocolates that are the key to her young business's future.

### The Challenges:

Romanicos chocolates are a labor of love, each order of truffles or art-themed bonbons is custom-made by hand. Like many small, start-up businesses, Romanicos had a lot of ideas and ambition, but not many resources. Orders that came into its Web site had to be manually entered, often by Bigai herself, into four different systems: Salesforce.com for CRM, QuickBooks for accounting, FedEx for shipping, and a credit-card processing platform. It didn't take long before Bigai discovered that this was an inefficient way to do business — and a worse way to grow it.

"One day in August 2005, I had six orders come in at once and I nearly collapsed," says Bigai. "Each had to be entered into the four systems, and I spent three hours processing

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*“The real-time aspect of the financials is most impressive. I can get the monthly figures out at just as each month closes. Before, there was always a few weeks' to a month's delay. As Finance Director, that's probably my favourite thing about NetSuite.”*

— Alejandra Bigai  
owner  
Romanicos Chocolate

everything. If this was how it was with just six orders, what was going to happen when the holidays came around and I had 50 orders? It was clear that I needed something else.”

Bigai — who was working out of a retail store and kitchen she had opened the previous January — had six months left on her one-year deal with Salesforce.com. She decided she couldn't wait half a year. “The problem with Salesforce.com was that it focused on CRM and didn't integrate with everything else I needed, like accounting and shipping and online commerce,” says Bigai. “I was tired of manually entering data into all of these different systems.”

In addition, Bigai wanted easy access to customer data. “One problem I had was that my salespeople had their contacts and when they left the company, I no longer had those contacts,” says Bigai. “I needed to have all of the company's contacts in one place with a database to integrate with all the other parts of my business.”

With NetSuite, Romanicos Chocolate found the features and integration it needed — not just to run its business, but to grow it, as well. “NetSuite offered me a much more integrated system than Salesforce.com,” says Bigai. “It was far more complete, handling not just CRM, but ecommerce and financials. NetSuite was perfect for my purposes.”

### The Solution:

Romanicos Chocolate launched on NetSuite in October 2005. Bigai herself got the system up and running, a big advantage — and cost-saver — for a small business owner. NetSuite's integration, she soon discovered, wasn't its only advantage. NetSuite enabled her to track orders, and keep customers — who included individuals, corporations, high-end hotels, and clients planning weddings and other events — fully apprised of their order's status.

This proved particularly crucial with wedding customers. “Wedding orders are different,” says Bigai. “They'll come in a year before the actual event, and it's important that both sides, the customer and Romanicos, are on the same page on what is being ordered and what everything costs. Before NetSuite, I'd have to write everything down, and it was easy to have mistakes and misunderstandings. Now the order comes in and goes right into the system. The customer receives emails giving order details and status, while I can keep tabs on the whole process. Since everything is recorded and tracked there are no surprises.”

NetSuite simplifies accounting for the wedding customers too, “They'll give us a deposit, a year before the wedding, and NetSuite keeps track of how much they owe us at the end of the process,” says Bigai.

Everyday orders are processed much more efficiently. “Now we can do 100 orders per day on holidays like Valentine's Day without breaking a sweat,” says Bigai. “The old system would never have allowed me to do that.” Customer service has improved, as well, in great part because of NetSuite's Web-based interface. “Now I can work out of my house when I need to,” says Bigai. “So if someone calls on a Sunday about a lost package, I can go on my home computer and track it. NetSuite makes me look professional; I know the complete history of every customer, instantly.”

Keeping customers happy is critical for any business, but especially for one that hopes to grow fast, as Romanicos Chocolate hopes to do. “You can make the best chocolate in the world but if you give bad service, you've got a problem,” says Bigai. “With NetSuite, that's not a worry.”

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