



## Contemporary Watercrafters

Founded in 1982, Contemporary Watercrafters in Gaithersburg, MD, has implemented three point-of-sale systems over the years, but it wasn't until 1996, when they installed CounterPoint Business Software, that they found a software package to really buoy up their business.

"I looked at quite a few software packages, including a couple that were really strong in our industry," says Kelly Reed, Business Manager of Contemporary Watercrafters. "CounterPoint's features were far ahead of what they had to offer, and I was much more comfortable getting support from a local dealer." Reed purchased CounterPoint from The Groupfive Corp., an Authorized Synchronics Dealer.

With two retail stores and a service department, Contemporary Watercrafters needed a system that would handle a multi-store situation with crossover between sites. Not only does CounterPoint allow Reed to keep accurate records of sales and payments at each location, but it also enhanced her ability to provide superior customer service.

Using CounterPoint, Reed has marketed to her existing customers based on past purchases. Says Reed, "We use CounterPoint to find every person who bought a particular item, such as a part for a pool heater. Then, we import that list into a letter asking if they want to upgrade their heater. It's been very effective." Reed will often include an upgrade certificate or a coupon with the mailing, and has even used this procedure to notify her customers about a product recall.

Reed also uses CounterPoint's integrated customer tracking tools. "It is invaluable to be able to tell a customer what model pool cleaner he or she bought two years ago, or to tell a customer that he doesn't

need to buy chemicals for a 30,000-gallon pool, when we know his pool is 25,000 gallons. It really ties the customer to us."

"CounterPoint is a tool you can use to offer your customers better service and manage your company better," says Reed. "I can attribute our increased efficiency and increased communication to CounterPoint."



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### companyoverview

#### Contemporary Watercrafters

category: **pool & spa**

location: **Gaithersburg, MD**

number of stores: **2**

years in business: **22**

years on CounterPoint: **8**