

Dinstuhl's Fine Candies

Whenever chocolate cravings strike in the greater Memphis area, one name immediately comes to mind: Dinstuhl's. In business since 1902, this family owned and operated business has firmly entrenched itself in Memphis lore.

When Dinstuhl's Director of Corporate Sales Andrew Dinstuhl began searching for a point-of-sale and inventory management system, his quest ended with CounterPoint Business Software from Synchronics. Memphis-based Keystone Management Systems, an Authorized Synchronics Dealer, installed their system in April 2004.

After nearly a year of success with CounterPoint in all five brick-and-mortar stores, Dinstuhl was ready to take CounterPoint to the next level—CPOnline, the integrated ecommerce solution designed especially for CounterPoint merchants. Before moving to CPOnline, Dinstuhl's hosted their own Web site and used a third-party service to process orders. This approach required extra work to maintain item information in two places and to re-key orders into CounterPoint. With CPOnline, all of that changed. CPOnline allowed Dinstuhl's to fully integrate their online store with CounterPoint thus eliminating the extra work required by their previous Web site.

Dinstuhl's also wanted a completely new look for their CPOnline store. They worked with Synchronics to create a custom template, which controls the overall look and feel of the site.

"Since we changed over to CPOnline, our Web sales have more than doubled," Dinstuhl says. "I believe that the design of our Web site has a lot to do with that, as well as the user-friendly interface."

Along with its easy-to-use interface, CPOnline is packed with features designed to increase profits. With email newsletters, promotions, Froogle™ submissions, member pricing, and more, CPOnline has helped Dinstuhl's reach new customers all over the world.

Perhaps most valuable benefit is the outstanding service and support Dinstuhl receives, not only from Keystone Management, but also from the CPOnline team at Synchronics. Whenever questions or concerns arise, help is simply a phone call away.

"Our relationship with Synchronics is very important," Dinstuhl says. "If I have a question, which I always do, Synchronics goes to great lengths to help me answer it as well as teach me more about the program."

With the help of CPOnline and CounterPoint, Dinstuhl's will savor the sweet taste of success for years to come. ☺



www.dinstuhls.com

company overview

Dinstuhl's Fine Candies

category: **gourmet candy**

location: **Memphis, TN**

number of stores: **5**

year established: **1902**

using CounterPoint since: **2004**