

# North Carolina Dept. of Transportation



When the North Carolina Department of Transportation Ferry Division opened its Ships Stores in 1995, Management Analyst Jesse Vinson called a friend in the retail business for some advice. One of the first things she recommended was CounterPoint V7.

Each year, the ferries transport more than 2.5 million passengers. With such a high volume of customers, CounterPoint's ease of use played a major factor in the selection process. With a large portion of the Ferry Division's customer base running in a limited time frame, it is imperative that cashiers get them in and out of line as quickly as possible.

"Our major customer base is schedule oriented," Vinson says. "Customers have short times to shop before ferry departures. Our system must be easy to operate and require minimal time to complete the sale."

In addition to an easy-to-use system, Vinson was looking to install a product that would change as their business did. With updates released twice a year, CounterPoint allows Vinson to stay ahead of the game.

"Business often must change to meet the changing demands of our customers," Vinson says. "We did not want to invest in a business software package that is inflexible and shortly out of date. We have a product that can grow with us as our business grows and evolve as our business evolves."

As the Ferry Service has grown throughout the years, so has Vinson's relationship his Authorized Synchronics Dealer Donna Dawkins, president of Donna Dawkins & Associates.

"I could not have enjoyed the level of success that I have experienced without sound support from my dealer," Vinson says. "It would be very difficult for the product to succeed without a dedicated dealer network. She has covered many miles and worked many late nights to help insure our success."

As a state-funded business, detailed records are part of the game. With CounterPoint's extensive list of reports, Vinson can keep tabs on every aspect of the business.



Jesse Vinson, management analyst

## companyoverview

**North Carolina Department of Transportation, Ferry Division**

specialty: **gift shop**

location: **Moorehead City, NC**

number of stores: **9**

year established: **1925**

using CounterPoint since: **1995**

"Since we are a government agency, we are subject to a high degree of public scrutiny," Vinson says.

"CounterPoint's incredible reporting capability allows us to generate accurate and complete reports that detail all store activity. It's a cost-efficient solution in any environment that requires a high degree of accountability."

Overall, CounterPoint has been a smashing success for the Ferry Division. From its user-friendly design to the extensive reporting capabilities, CounterPoint has provided Vinson with the ultimate in retail management software. ☞