

Premier Research Labs

Recently, Premier Research Labs began feeling growing pains. Dr. Robert Marshall and his associates at this Houston-based manufacturer and retailer of high-quality nutritional supplements were no longer able to process the high number of transactions coming in. They had maximized their capacity to handle new customers without an automated solution. Dr. Marshall needed a cure for what was ailing his company.



Dr. Robert Marshall, president

“Within six months, we expect to process four or five times more than we do today – with no increase in staff.”

The prescription? CounterPoint Version 7.3 with Touchscreen, which he purchased from his Authorized Synchronics Dealer, Hildebrandt Consulting Services.

Touchscreen gives CounterPoint V7.3 a special touch: the ability to conduct transactions with Touchscreen Ticket Entry (TTE). TTE is an extremely flexible, user-configurable application that comes free with CounterPoint. All you need is a Windows-compatible touch-screen monitor and your retail business is at your fingertips.

To Dr. Marshall, the benefits of CounterPoint with Touchscreen are significant. “We are going to be flexible, we can meet the demands of people, and we can operate in a much more efficient fashion than we do now,” he says. With Touchscreen capability, Dr. Marshall believes Premier Research Labs will save time both with transaction processing and employee training. “This environment will mean that someone could walk up to the screen and enter an item with very little instruction. They can just walk up and do it.”

Due to the nature of the nutritional supplement business, Premier Research Labs has typically spent a long time training employees to learn the details of each product. Thanks to CounterPoint TTE, Dr. Marshall and his associates at Premier Research Labs

will have more time to do what they do best: serve their clients.

Dr. Marshall states simply the greatest gain he has experienced due to CounterPoint with Touchscreen. “Within six months, we expect to process four or five times more than we do today, and with no increase in staff.”

Dr. Marshall was excited to adopt CounterPoint Version 7.3 Touchscreen. It could be just the ticket to cure what ails your business!