When forward thinking brings substance to the table, the result is a growing business with data at their fingertips

Feel Good Foods

CEO George Giannakopoulos
Location Victoria, Australia
Industry Wholesale distribution: food

A business with growth in their sights

The road to JCurve was paved with healthy measures of expectation for Feel Good Foods, an innovative company supplying over 250 lines of organic, natural, raw and vegan products to the hospitality and grocery sectors. A family business with growth in their sights, Feel Good Foods required a business software solution that would deliver real-time performance visibility, cross department integration, and most importantly, cloud capability across their workforce.

Pain points that drove feel good foods to seek a better solution

Limited inventory visibility

Lack of clarity around business reporting & commissions
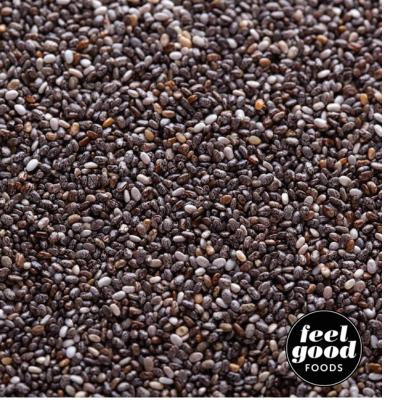
A mountain of paper trails

Slow system speeds

No mobility

> "
> The fact that it is a single unified cloud-based system with one point of contact for support gave me confidence that our transition would be relatively stress-free.
> "

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JCurve EMPOWERING GROWTH

one to achieve their growth objectives. "Since implementation, I've really seen how JCurve continues to be **big** software for **small** businesses."

Empowering business growth

Over the last 12 months of Feel Good Foods' journey, JCurve has delivered significant returns in increased productivity, sales and business visibility. With multiple warehousing capability, JCurve has also provided the necessary features and processes to grow his business on the national stage. "I have every confidence now in our ability to take our current operations national. That was not possible before JCurve."

Above all, it's the day-to-day impact of JCurve that has delivered immediate efficiencies and savings across the business. As George explained, "our sales teams out on the road can now see stock quantities and customer order history in real-time, and our drivers are supplied with the information they need to deliver first time, every time. There's also no longer a need for drivers to call back to the office to access the right information. This reduction in workload for them and our office staff has been significant."

> 66
> Decisions are no longer made on a hunch, but rather on hard, identifiable trends and forecasting data. 99

JCurve has offered further benefits for George and his growing team – "The data and visibility JCurve provides has allowed me to more effectively manage my people. Decisions are no longer made on a hunch, but rather on hard, identifiable trends and forecasting data. As a business owner, I have always known my business, but today with JCurve, I can see inside every channel of my business anywhere, anytime."

Why feel good foods chose JCurve

As a previous user of QuickBooks Online, George saw particular appeal in JCurve's integrated solution. "The fact that it is a single unified cloud-based system with one point of contact for support gave me confidence that our transition would be relatively stress-free. Most importantly, we wouldn't have to be concerned with manual updates going forward."

Describing himself as "not particularly tech savvy", it was JCurve's all-in-one capability that won George over. "We were introduced to a number of business software solutions and when I weighed up the options, JCurve came out on top."

George took his business from a basic online accounting package to an all-inclusive system providing customer-facing sales force automation, quotes and orders, marketing and customer service capability, integrated back-office inventory management, fulfilment, logistics and accounting. It was a significant step for George's business, but a necessary

The JCurve effect

| Increased productivity | Increased sales | Increased business visibility | Real-time data for sales teams on the road | Drivers have information to deliver first time, every time | Decisions are made on identifiable trends and forecasting data |