

CUSTOMER SUCCESS STORY

Chellá Works Out the Wrinkles with Walpole and Sage MAS 90

CUSTOMER

Chellá Professional Skin Care

INDUSTRY

Skin Care Products

LOCATION

Camarillo, CA

OTHER INFO

Founded in 2003

13 Product Lines

SYSTEM

SAGE MAS 90

Accounting

Order Processing

Purchasing

Inventory Control

Bill of Material

StarShip

sage

Authorized Partner

The birth of Chellá Professional Skin Care is full of ironies. After all, what does a former NFL tight end know about beautiful skin? Founder Chris Kolodziejcki jokes that he finally discovered his softer side but, in reality, he uncovered the beautiful connection between skin care and science.

First tested on local soccer moms who raved about the substantial improvement in their skin, Chellá (an Americanized contraction of *Ciao Bella*—“Hello Beautiful”) has experienced remarkable growth since its start in 2003. Customers range from individuals who buy directly through their website to popular retail outlets such as Saks Fifth Avenue and high-end resorts and salons. Featured in popular magazines and national television, Chellá has developed a loyal following and ever-growing customer base...but tremendous success can often lead to complex operational challenges which Chellá soon discovered.

Growing Pains

“When we started the business, we put all our time and energy into the lab creating great products,” Kolodziejcki recalls. “So when it came to accounting, I just wanted something simple which is why we chose QuickBooks to track the basics.” But as their business grew and became more complex, Kolodziejcki discovered “QuickBooks is great to launch a business. But once you reach critical mass, you realize that you need more power and better reporting.”

Another Wrinkle in the System

In the early stages, Chellá outsourced customer service, order fulfillment, and shipping

Chellá®

to a 3rd party warehouse logistics company. But Kolodziejcki says, “We got to a point where we were paying a ton of money in outsourcing as our order volume grew.”

Kolodziejcki decided it was time for a shift. “We had developed a great product and business was taking off. Now we needed to focus on taking control of customer service and bringing more functions in-house so we can get product to our customers more quickly.”

But their systems weren’t quite ready for that shift. “We needed a solution that would integrate our website, warehouse, accounting, and customer service operations into one animal. That’s when you realize you can’t get it done with QuickBooks.” And that’s when Kolodziejcki called on Walpole & Co., LLP – a CPA firm, Sage Authorized business partner, and IT service provider serving businesses in California’s Central Coast.

A Guide for the Journey

Kolodziejcki was initially looking for a “quick fix” to bring inventory management and order fulfillment in-house and save money on outsourcing. But as the consultants at Walpole worked through their discovery process, Kolodziejcki realized that the myriad of challenges of bringing operations in-house wouldn’t be solved with a quick fix.

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- Chris Kolodziejski
Founder
Chellá Professional
Skin Care

“Since we had never implemented a full ERP system before, we needed a guide for the journey,” says Kolodziejski. “The discovery process with Walpole was extremely important. They brought critical thinking to the table and were fantastic at helping me focus on the big picture so that we could operate more efficiently from every angle. Not only do they possess great technology expertise, but they also have tremendous business savvy.” In the end, it was Sage MAS 90 that would provide the foundation and customization Chellá needed to accomplish their objectives and integrate all aspects of their business.

Operations are Smooth & Beautiful

Kolodziejski says, “Sage MAS 90 is a complete end-to-end solution for us. Orders come in through the website, automatically feed MAS 90, then shipping takes over. We’ve removed most of the human intervention making the process totally accurate and efficient.” Walpole also implemented StarShip for MAS 90 which automates the entire shipping process, shops competitive shipping rates between carriers, and prints carrier-approved, bar-coded labels.

According to Kolodziejski, “By bringing more tasks in house, we’ve reduced fulfillment expenses by 50% and cut customer service costs in half.”

“Sage MAS 90 has allowed us to be in complete control of our data which has made such a big difference,” says Kolodziejski. But he’s perhaps most impressed with Sage MAS 90 reports stating, “The reporting tools are amazing and the possibilities are endless. It’s one thing to **look** at data and try to interpret it, but it’s entirely another to **play** with the data and arrange it exactly the way you want to see it. And that’s what I get with MAS 90.”

Sage MAS 90 is Age-Defying

According to Kolodziejski, “Sage MAS 90 provides us with expandability as we continue to grow. There are so many features that we can unlock when we need them.” Chellá uses Sage MAS 90 Bill of Materials to track raw materials that are sent to the lab for processing, and then receives the finished goods back to the warehouse where they’re bottled, capped, and combined into kits. “We don’t process the formulas on site but if we ever decided to, Sage MAS 90 is sophisticated enough that we could,” Kolodziejski reports.

He closes by saying, “Walpole has been terrific throughout the entire process. We haven’t experienced any limitation that they couldn’t help us tackle and we’ll be using Sage MAS 90 for a very long time.”

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