



RIPPLES ENDORSES EASYQUOTE AS ITS BUSINESS SYSTEM OF CHOICE

Leading bathroom design specialist, Ripples has endorsed the *easyquote* business management system for use within its rapidly growing franchise operations, having graduated from an in-house system.

easyquote's intuitive interface and powerful functionality were cited as key factors in the system's selection. "In addition, the software's seamless integration with SAGE – our preferred accounts package – was a further important factor in our decision," says Ripples' managing director Paul Crow.

"During the evaluation, we found *easyquote* was head and shoulders above its nearest competitor," says John MacQueen, franchisee of Ripples' Exeter operation. "Customer and product details are automatically carried through every stage of the sales process – not only saving time and avoiding duplicated effort, but also eliminating the risk of costly errors. The system also enables margins to be checked instantly when discussing alternative designs with customers and, by streamlining our stock management processes, it has already enabled us to reduce inventory levels by as much as 50%."

Through the new relationship, Ripples' outlets can take advantage of a special agreement with *easyquote* that is designed to reduce the cost of implementation.

"Endorsement by Ripples is a major vote of confidence in our capabilities," says *easyquote's* sales and marketing director, Andy Peters. "It reflects the real life advantages identified by dealers using our software on a daily basis. With many industry awards to its credit, Ripples has a strong reputation for high calibre products, backed by top quality design and customer service. We look forward to being part of the brand's continuing success."

About Ripples

Since opening its first showroom in Bath almost 20 years ago, Ripples has grown to become an 18-strong network of showrooms – with a further five new sites due to be opened during 2008. The company is geared to providing customers with the best in bathroom design and has been honoured with over 38 industry awards – recognising the top-quality service, high calibre products and proven skills of the creative team that define the Ripples brand.