



# A-Plus Chem-Dry of Central Kansas Boosts Revenue by Over 30% and Increases Efficiency Using ServiceCEO With QuickBooks

“The main reason we selected ServiceCEO to work with QuickBooks was the ease of use. Literally, it is the click of a button to transfer information from the two programs. Together, both programs give our company a huge competitive edge.”

**Mark P. Jameson**  
**President**  
**A-Plus Chem-Dry**



## SUCCESS STORY

**A-Plus Chem-Dry**

## AT A GLANCE:

**Customer:**

A-Plus Chem-Dry

**Location:**

Central Kansas

**Industry:**

Carpet & Upholstery Cleaning

**Business Challenge:**

To support a new and growing business, A-Plus Chem-Dry needed an integrated solution to automate its day-to-day business operations.

**Solution:**

ServiceCEO from Insight Direct and QuickBooks from Intuit

**Results:**

Increased revenue by more than 30% and saved approximately 8 hours a day on administrative office work.

### Customer Profile

Founded in 1996, A-Plus Chem-Dry of Central Kansas is a family-owned business designed to meet the needs of the ever-expanding personal service industry.

Discovered at a local trade show, Mark and Lori Jameson invested in a Chem-Dry franchise opportunity. What started out as a part-time job for two people has become a company that has grown to eight employees.

A-Plus Chem-Dry is located outside the city limits of Salina, Kansas. The company serves a 10,000 square mile territory that covers Saline, McPherson, Rice, Marion, Morris, Geary and Dickinson Counties.

A-Plus Chem-Dry’s service offerings include carpet and upholstery cleaning, specialty spot removal, Red Alert stain removal, pet urine treatment and removal, spot dyeing, water damage restoration, leather and vinyl cleaning, auto detailing, oriental rug cleaning and various other products and services.

### Business Challenge

A-Plus Chem-Dry was using an outdated software package that was not meeting the company’s business objectives. In particular, A-Plus Chem-Dry was in need of a more stable software program that could manage the company’s scheduling and marketing campaigns to existing and potential clients.

According to A-Plus Chem-Dry President Mark Jameson, the company also needed the ability to write custom reports and ease the administrative burden of transferring its sales information to the company’s QuickBooks accounting package.

### Solution Overview

A-Plus Chem-Dry selected Insight Direct’s ServiceCEO for its proven system stability and its ability to integrate seamlessly with QuickBooks. Jameson cites both programs’ ease of use and point-and-click setup. With one click of a button, A-Plus Chem-Dry can pass information from one program to another. The integrated solution also includes built-in error checking.



"One of the features that I enjoy the most is that in the rare event that an error is present because I didn't set something up properly, the system does not crash. It simply excludes the problem record and then reports the problem and finishes all the remaining items to be transferred," Jameson says.

A-Plus Chem-Dry uses ServiceCEO with QuickBooks to track every area of its business and detailed set of financial statements that are used to track performance. Performance reports are then shared with technicians to evaluate current training needs. A-Plus Chem-Dry also uses this performance data to evaluate and develop marketing plans to specifically target any business areas that need attention.

"Since it is so easy to transfer this information from ServiceCEO to QuickBooks, I can easily produce financial statements that allow us to compare and analyze our current performance with past history," he says.

### **Business Benefits**

Since using ServiceCEO with QuickBooks, A-Plus Chem-Dry has seen its revenues increase by over 30%.

In addition, by providing the ability to track field technicians while closing jobs and successfully integrating with QuickBooks billing system, ServiceCEO saves A-Plus Chem-Dry approximately 8 hours a day. This critical time savings enables Jameson and his employees to focus more on growing the company.

"By spending less time doing office work and more time working on growing my business, we have been able to implement more ideas in marketing and training. That means the phone rings more and our technicians are able to provide better customer service," Jameson says.



"Closing out jobs and creating invoices has become a snap using ServiceCEO with QuickBooks. What used to take me a couple of hours a day to do, now only takes 15 minutes."

**Mark P. Jameson**  
**President**  
**A-Plus Chem-Dry**

### **FOR MORE INFORMATION VISIT:**

**Insight Direct**  
[www.insightdirect.com](http://www.insightdirect.com)

**Quick Books**  
[www.quickbooks.com](http://www.quickbooks.com)

Our product and QuickBooks Financial Software work together to help simplify your business management. QuickBooks 2006 Financial Software helps you get more done faster, with a new Home page, simplified Customer and Vendor Centers, and sophisticated business planning tools.

QuickBooks and the QuickBooks logo are trademarks of Intuit Inc., displayed with permission.