

TAILORED DOCUMENT MANAGEMENT SOLUTIONS

ESPINOZA'S LEATHER COMPANY AS A CASE STUDY



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Get the story directly from the General Manager of Espinoza's Leather Company and the Impact experts he worked with!





INTRODUCTION

If you're looking for a leather motorcycle vest, then you can't do better than the tailored ones from Espinoza's Leather Company. A family business based in Rosemead, CA, they're extremely popular in the California biker community, and their goods have even been seen on a number of films and TV shows.

Hobbs & Shaw

The Purge (TV Series)

Mayans MC

Sons of Anarchy

"Here as the General Manager of Espinoza's Leather, I have less stress... I saw my job morph into a desk job because I was constantly following up with clients. Now, with the implementation, it's cut that nearly in half."

- Eric Espinoza, General Manager,
Espinoza's Leather Company

From the company's start in the 70s, offering handmade belts, hats, purses, and more at state fairs and local swap meets, to having two physical locations now, it has always stayed true to its roots as a family business. Today, multiple generations continue to work together to build something great.

Their vests are 100% made in the USA. The leather is all cut, tailored, and sewn by hand on location one-by-one instead of assembly-style. No matter how big they get, they always guarantee that every client will receive a personalized vest built especially for them.

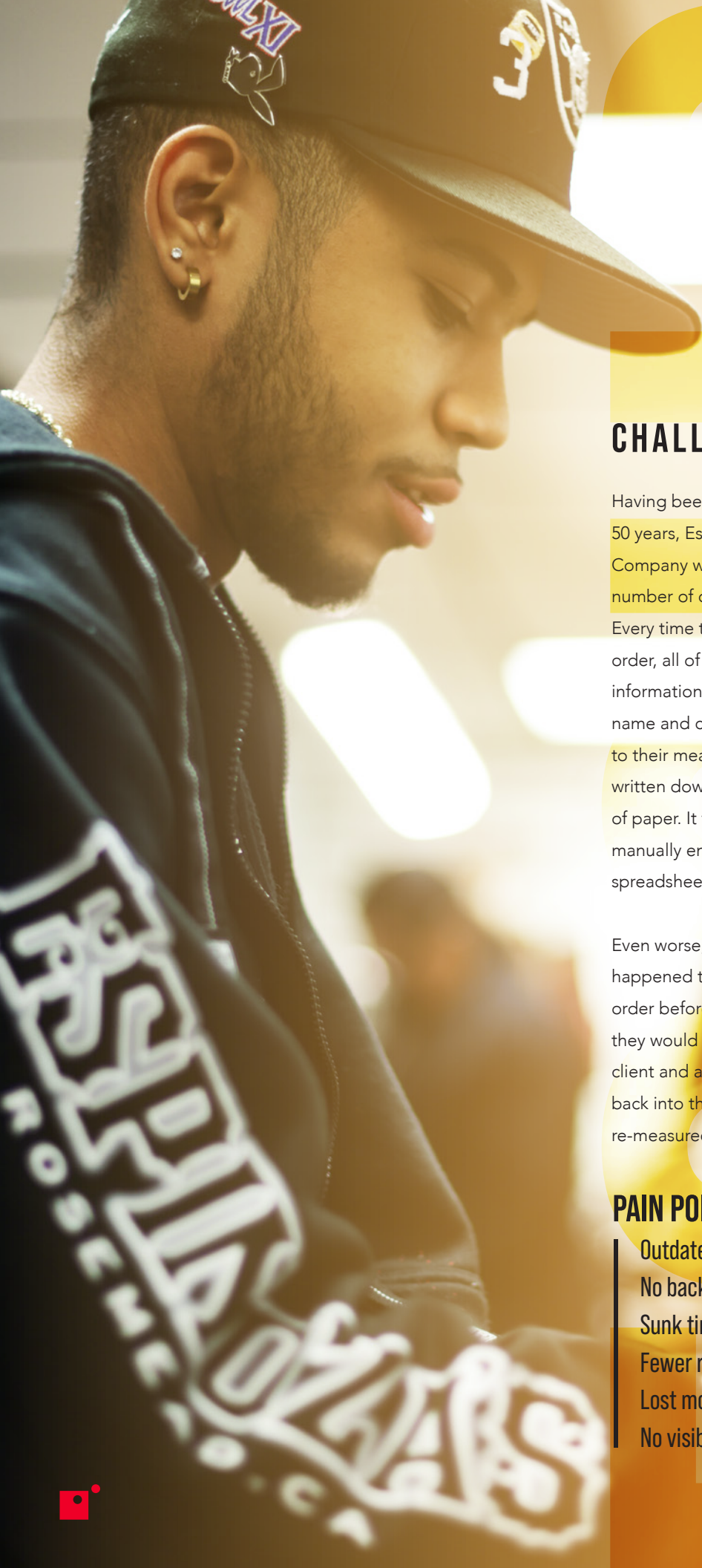
Espinoza's Leather Company

Locations: 2

Employees: 10-25

Industry: retail, tailoring

Founded: 1971



CHALLENGE [Focus]

Having been in business for over 50 years, Espinoza's Leather Company was operating with a number of outdated processes.

Every time they took a new order, all of the important information, from the client's name and contact information to their measurements, was written down on a loose piece of paper. It then had to be manually entered into an Excel spreadsheet.

Even worse, if anything happened to the original written order before it was typed out, they would have to call the client and ask them to come back into the store and be re-measured.

This was costing the company a lot of money as they had to pay someone by the hour to input all of that data. Plus, it took time away from other initiatives the company could have been working on, including social media, marketing, or in-store sales.

Plus, it didn't give the customer (or Espinoza's Leather Company management) any visibility into the status of each order.

Custom vests take time to make, and clients would have to call to get an update on their purchase if they wanted to know how much longer it would be, making for a frustrating customer experience.

PAIN POINTS:

Outdated process

No backups for critical client information

Sunk time into manually inputting data

Fewer resources for business growth initiatives

Lost money on hourly data entry employees

No visibility into order status for customers





"Impact treated us like they were the small business and they tailored everything to us... I felt more comfortable working with Impact because they wanted to know various portions of our business, and not just whatever's front-facing."

- Eric Espinoza, General Manager,
Espinoza's Leather Company

DISCOVERY

Espinoza's Leather Company became a client of Impact's because an Impact employee was a client of Espinoza's! In the store, she saw how inefficient their process was and knew we could offer a great solution.

At first, the leadership at Espinoza's Leather Company was wary of working with Impact. They knew that their processes were outdated, but they had initially tried fixing the problem with another company who had given them nothing but empty promises. That relationship had gotten so bad that Espinoza's was forced to cancel their contract.

Impact was different. We began our relationship by asking questions and getting to know every aspect of how Espinoza's Leather Company operated. Then, our specialists performed an in-depth business audit of the entire organization.

After all of those conversations, the team at Espinoza's Leather Company knew that they could trust us, that we cared about the business' well-being, and that we knew what we were talking about when it came to their pain points and potential solutions.

IMPACT EXPERTS: ACCOUNT MANAGER ECM IMPLEMENTATION SPECIALIST
BUSINESS APPLICATIONS MANAGER BUSINESS APPLICATIONS SPECIALIST SOLUTIONS ARCHITECT





SOLUTION (Innovate)

With all of the information gathered from Impact's interviews and investigations, our experts decided that the solution Espinoza's Leather Company could get the most benefit from would be the document management system DocuWare.

DocuWare would not only digitize Espinoza's entire operation, but would also be more customizable to their hands-on process. Plus, as each product moves through production and passes certain checkpoints, DocuWare can pull the respective client's contact information and send an automated email update on the status of their order.

This system solves Espinoza's Leather Company's original

problem and also improves their overall customer experience. With such personalized products, clients like to call or come in person and have a face-to-face conversation. DocuWare would allow that to happen and makes the order-taker's job as easy as possible instead of pushing that effort out to a customer.

Plus, sending out automatic updates means that clients can feel secure that their order hasn't been lost. DocuWare wouldn't just save the staff of Espinoza's Leather Company time on data entry, it would also save them time on customer service, limiting how much they had to personally communicate the same information to clients during production.

BENEFITS OF DOCUWARE:

- Digitizes Espinoza's order-taking process
- Sends automatic status updates to customers
- Stores customer orders
- Searchable
- Easily customizable to Espinoza's Leather Company's needs





IMPLEMENTATION

Implementing DocuWare at Espinoza's Leather Company went smoothly because their leadership was all-in from the very start. Plus, Impact's team took every possible step to ensure that the software was properly customized and installed, and that the staff was fully trained in how to use it confidently and correctly.

The process of setting up a customized order form was quick and painless. Impact's team created a mock up so the leadership at Espinoza's Leather Company could see exactly what they would be getting. When they had edits, those adjustments were integrated within hours.

Setting up the software was no problem for Impact's technicians. But, while software is a solution, it doesn't actually solve any problems if the end users can't operate it.

That's where Impact's ECM Implementation Specialist came in. She trained everyone at Espinoza's Leather Company in how to use DocuWare, best practices, and how to ensure they were getting the most out of their software. Impact's Business Applications Manager also came in person to make sure everything went off without a hitch.

BENEFITS OF IMPACT'S IMPLEMENTATION PROCESS:

- Espinoza's could see mock ups of final customized products
- Edits and adjustments were implemented very quickly
- Technicians installed all hardware and software
- Implementation specialists trained their staff on how to use it
- Impact leadership personally ensured the process ran smoothly

"You get out of this what you put into it. Espinoza's was heavily invested from the beginning. They were forthcoming and wanted to work with us. Our solutions are really co-authored, we can't come up with a solution for your problems on our own, we have to talk with you to come up with solutions."

- Nathan Coulombe, Solutions Architect, Impact



RESULTS [Grow]

Impact's DocuWare solution easily solved the original problem of the outdated order-taking process at Espinoza's Leather Company.

It saved them time and money, and made their orders easy to search, find, and back up. But in addition to that, it also improved the company's communication, the customer experience, and ultimately increased their overall sales.

As clients felt more well-informed, they were more comfortable coming in and buying their products. Despite the time it takes for a custom leather vest to be done right, with the consistent updates, people felt better about making

a purchase, knowing when it will be completed and that Espinoza's Leather Company wasn't just taking their money.

Plus, since someone didn't have to spend their full-time job on customer service phone or email duty, they could instead work with clients on the sales floor or take on other projects to expand the business.

In short, Impact's services allowed Espinoza's Leather Company to minimize the time spent on the minutiae of making the organization run, freeing them up to focus on their innovative business idea and grow to the next level.

"The relationship between Impact and Espinoza's has been a fruitful one. Eric and I are on a texting, first-name basis with each other, so it's been a meaningful relationship, and we look forward to continuing that."

- Jimmie Hernandez,
Business Applications Specialist, Impact

RESULTS OF IMPACT'S PARTNERSHIP WITH ESPINOZA'S LEATHER COMPANY:

50% reduction in time spent on
standard customer communications

Higher sales

More clients

Easier access to critical data

Improved data security

Expanded focus on growth-oriented projects

Less stress for staff





CONCLUSION

If you'd like to shake up your own organization's processes and regain time that could go towards expanding your core business idea, reach out to an Impact specialist.

We offer solutions in managed IT, cybersecurity, marketing and branding, and print, in addition to the digital innovation services Espinoza's Leather Company receives.

Our in-depth business audit will look into every nook and cranny of your company and help you create a long-term plan to stay ahead of the technological curve and outdo the competition.



See how our solutions can
revolutionize your organization.

Contact Impact today.

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