



## INNOVATING FOR SUCCESS: HOW CAROLINA SHUTTERS & BLINDS USED MYBLINDCO TO TRANSFORM OPERATIONS AND INCREASE GROWTH

### CUSTOMER TESTIMONIAL

JOHN D. STACKPOLE, OWNER, CAROLINA SHUTTER & BLINDS

Carolina Shutter & Blinds is now in its 33rd year of operation in the Carolinas as a plantation shutter manufacturer and value-added reseller of blinds, shades, and draperies from a variety of vendor partners. We have partnered with MyBlindCo since April of 2019. Our operations include about thirty full-time employees in sales, installation, plant operations, and customer service. In 2024 we anticipate gross sales of over \$6.5 million across our territories in North & South Carolina.

Over the course of the last 5-years, the partnership with MyBlindCo has permitted Carolina Shutter & Blinds to provide constantly improving client communications and integrations throughout the lead management, selling, and fulfillment business processes.

Like many window covering companies, we started with a singular problem . . . how can you provide an accurate quote to a client during an initial consultation when you have multiple vendors, product knowledge gaps with design consultants, a dizzying array of product limitations, and limited access to the internet. We did not want to be carrying around six different reference guides and scribbling out a quote on a legal pad.



IMAGE CREDIT: JEJ Photos

Back in 2019, MyBlindCo was the solution. Their platform permits accurate quotes from a huge database of vendors and products so my sales team can quickly get a reliable quote in front of our clients and ask for the order. Additionally, MyBlindCo prevents easy mistakes that new team members might make –stopping the team from quoting something the vendor will not build. The deliverable was a streamlined quote – inclusive of all required products on the project – that the design consultants could lean on to the close the sale during the initial appointment. The cherry on top is that all of this runs on an iPad application that is stand-alone (no full-time internet connection required).

As important as the core quoting engine, MyBlindCo's robust calendaring features have kept our team getting to appointments on-time and ensures they have the necessary information to complete the sales call, installation event, or service visit. MyBlindCo continues to improve these functions, recently adding new calendar views, filtering by resource type, and the ability to set recurring meetings. What is great about MyBlindCo is their commitment to continuous improvement in all aspects of the software and how they seek the voice of their customer when making these important modifications and updates.



Today, with the inclusion of My5Starz, the MyBlindCo platform for text communications and Google review management, my administrative team has powerful new tools to connect with clients from their initial inquiry all the way through their installation – in a shared inbox that means everyone has visibility and can pitch in to make sure nothing falls through the cracks.

Finally, the MyBlindCo team is phenomenally responsive and committed to solving my business problems with new integrated solutions. With a quick email or phone call, we can resolve any small technical issues (they do arise from time to time), and we can drop an idea into their suggestion box for future enhancements.

As we near the sixth anniversary of our partnership, we know MyBlindCo is committed to providing the most-advanced and simplest-to-use technology for managing our window covering business. Their most-recent innovations include systems to help automated purchase orders – connecting directly to the order entry systems of our vendors, product receiving solutions and warehouse management tools to keep small and medium-sized companies organized and ready to fulfill orders.

From a robust and highly accurate quoting platform, to a calendaring and resource management tool, to a 360-degree client communications system, to a back-of-house product and delivery tracking resource, MyBlindCo continues to build out the most flexible stand-alone (no begging for the customer's Wi-Fi passcode) tool in the industry.

Here at Carolina Shutter & Blinds, we will be relying on MyBlindCo to help us deliver the marquee customer experience and grow our business well into the next decade.

**MYBLINDCO IS THE ALL-IN-ONE SOLUTION FOR THE WINDOW TREATMENT INDUSTRY. JOIN THE EVOLUTION.**

REACH OUT TO GET STARTED  [INFO@MYBLINDCO.COM](mailto:INFO@MYBLINDCO.COM)  703.738.9933