



## Customer Success Story

# Sea-Lect Wholesale Seafood

Mt. Holly, NJ

### Customer Profile

In business since 1992, Sea-Lect Wholesale Seafood specializes in fresh, frozen, and live seafood of all types. With a customer base of over 900, they distribute seafood products from out of Mount Holly, New Jersey to all over the greater Philadelphia region. They have been a longtime user of *FoodConnex*, going back to 1994.

### Business Challenge

Irv Hurd, Partner explains, “We had a lot of business problems that were affecting our business on a daily basis. The accuracy of our orders was abysmal, inventory control was almost non-existent, and most of all we had to hand write everything. Every pick and cutting ticket added to our labor costs.”

*“Even if FoodConnex didn’t have all the features it does and wasn’t the enormous benefit to the business that it is each day, the service alone would keep us coming back for upgrades year after year.”*

**Irv Hurd  
Partner**

### Our Solution

“We picked *FoodConnex* because it was designed for our type of business—the medium-sized local wholesale food distributor. We wanted a software provider that could specialize in exactly what we needed and we found that in *FoodConnex*.”

Before *FoodConnex* Irv says, “an employee would get 20 different orders at a time, have to write each cutting ticket by hand, and then pull out a calculator to figure out costs/profits/weights/specifications etc. We use the cutting ticket features of the software every day. Getting automated saved us so much over the years that it’s hard to put a specific number to it.”

“Inventory control and the order history reports have been very important to our growing business. Not only having order history reports available for ourselves, but for our customers as well has been great.”

### Positive Business Results

“If a guy in the warehouse makes 20 bucks an hour and has to hand write orders and cutting tickets, our labor costs would be out of the park. *FoodConnex*’s electronic writing and printing of cutting tickets easily saves us hundreds of dollars each day.”

Irv points out that in addition to the cost savings from the software, it’s the combination of the excellent service and support that he receives that has kept him a *FoodConnex* customer all these years. “The *FoodConnex* support staff is second to none—simply terrific! There has never been a time in the almost 13 years as a *FoodConnex* customer that a support staff member hasn’t responded immediately to a problem we were having. Even if *FoodConnex* didn’t have all the features it does and wasn’t the enormous benefit to the business that it is each day, the service alone would keep us coming back for upgrades year after year. They aren’t your run-of-the-mill, Monday-Friday, 9-5 support team “It doesn’t matter if it’s a Saturday, Sunday, or even a holiday. Bottom line—if we have a problem, they work quickly and efficiently to fix it.”