



# CASE STUDY

## Macco Promotions

Based in Oklahoma, Macco Promotions is a completely in-house decorator that offers a wide range of promotional products.

**30**

Minutes to process orders

**1**

Click to generate POs

**0**

No redundant data entry

### The Challenge

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Before using Chipply, Macco's order processing workflow required redundant data entry and the work of various staff across departments.

*"We had to collect the data ourselves, then we had a sales rep or a customer service rep take all that information and re-key it into our order processing system. If it was 35 different styles, they had to manually input all of those."*

### Key Goals

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- Reduce the manual touchpoints needed to process orders
- Empower Sales and CS teams to focus on their core functions
- Streamline production processes with more automation

*"The thing that sold us was the backside: the order processing, the workflow, the order management system. It's far superior to Chipply's competitors."*



**I can have one person run a Chipply order from start to finish.**

Stephen McCammon, Owner, Macco Promotions



## The Solution

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Macco found Chippily's backend capabilities outperformed all other platforms. Processes that once took three to four hours were reduced to just 30 minutes in many cases.

*"With Chippily, it's all so streamlined. It's a third of the time and a third of the staff to process a fairly complicated order."*

Chippily's digital ordering capabilities have eliminated the need to rekey information manually. Orders are now submitted with a single click, reducing administrative overhead.

These efficiencies have enabled them to dedicate a single staff member to store-building, leaving other staff free to focus on core functions.

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**The Chippily team has laid the foundation for helping us to continue to be successful and to grow.**



## Results

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### Reduced Human Error

*"There are no errors when it comes to Chippily because there's no human error. You hit go, and that exact information is sent over."*

### Streamlined Processes

*"We're basically able to create POs with a click of the button through Chippily's work order process."*

### "Business-Changing" Integrations

*"Chippily's commitment to integrating with us – it might not be life changing, but it's business changing for sure. And you're not charging me anything for it. Other platforms were going to charge me \$20,000 to try to just start to build an integration."*

### Partners in Success

*"Even if you weren't the best solution out there, and I personally think that you are, I would still work with Chippily because of the customer service and the willingness to help and adapt to my needs. The Chippily folks have been so eager to build a system that accommodates what we do every day."*

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