



## Creating the perfect database

Hinders, Europe's largest supplier of fish bait, equipment and particles needed to update their database system to cope with the increasing sales from their mail order catalogue efficiently. Check-Tek was called in and helped reel in even more customers for Hinders through a tailor made IT solution providing a database system linked to Parcelforce.

### Less disruption

Check-Tek was asked to update and improve the database, but at the same time keeping it as similar to the old one as possible to minimise the amount of disruption to working practices.

Evan James from Check-Tek established exactly what Hinders needed and advised on the new database systems available which could improve their business. Hinders also wanted to connect their data to a parcel delivery system that produced labels and also sent data to Parcelforce. The database had to act as both an incoming telesales system as well as an ordering and invoicing system.

### Final version

Check-Tek produced a detailed specification and agreed this with Hinders before writing the software - the simplicity of the system would be maintained whilst leaving the door open for any future developments.

Using Microsoft Access, Check-Tek wrote the database and produced a first 'draft' for Hinders to test out. Hinders were able to provide input on the look and feel of the software before a final version was implemented. The new system provided Hinders with greater access to data which could be used for marketing activity, with customer information giving opportunities for targeted mailshots.

### Expanding the business

Check-Tek put the system in place quickly and provided all necessary training. They also spoke directly to Parcelforce to establish the link between the two systems and tested files with them to ensure everything was working smoothly. The link to Parcelforce saved Hinders time and money, as customer data only had to be input once and then bar-coding was used to store information and for tracking purposes. Hinders were delighted with their new upgraded system which gave them opportunities to incorporate future developments, much greater efficiency and better access to data for marketing and expanding their business.

"We wanted the familiarity of our old system coupled with the latest technology to improve our business. Check-Tek provided us with a solution that was easy to use, time and money saving and with all the support we need to move forward." Hinders



**HINDERS** Fishing  
Superstore