

Dixieply Reduces Operating Costs and Accelerates Cash Flow

A Building Materials Customer Success Story

DIXIEPLY

Overview

The Dixie Plywood and Lumber Company (Dixieply) is an employee-owned

wholesale distributor of building materials. Established by the Bradley family, Dixieply opened its first distribution center in Atlanta, GA, in 1944. The company has since grown to twelve locations in five southeastern states. Today, they serve the building trade with residential interior and exterior, commercial, and specialty commercial products. The company's dedication to quality and service has been the driving force behind its growth to become one of the country's largest independent distributors of building materials.

The Challenges

As a multi-branched business with legacy paper-based workflows, document management presented two significant challenges for Dixieply.

- They struggled to access and process invoices and provide proof of delivery (POD) when requested by customers. Labor-intensive manual invoicing processes caused unnecessary costs and payment delays. Poor performance led to low trust from customers, who bombarded them with requests for POD.
- Second, they needed a better way to manage and monitor customer credit information. They needed more timely information to prevent losses and expand relationships.

The Solutions

Dixieply selected MaxRecall for the solution and deployed a database repository to digitize and archive documents securely and accurately.

- Proof-of-delivery (PODs) documents include barcoded order numbers for easy entry, third-party scanning, and ERP integration. PODs are available within hours, supporting best-in-class customer service and accelerating the payment cycle.
- They also implemented the WebAccess automated customer credit file management. More frequent and accurate credit reviews allow them to extend terms to deserving



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risks. It's a feature that strengthens customer relationships and maximizes purchase volume.

Benefits Realized

- **Dixieply earned an immediate and substantial return on investment** in their MaxRecall solution by dramatically reducing the time and cost associated with manual processes and physical paperwork.
- **Customers pay faster and stay loyal longer** because timely POD documentation improves customer trust and loyalty.
- **Dixieply mitigated the risk of lost documentation** because the MaxRecall digital archive facilitates disaster recovery backups.
- **Dixieply was able to drive higher ROI** because customer service excellence creates delighted customers who pay faster and stay loyal longer.
- **Dixieply Increased revenue and reduced losses** through greater insight into credit fosters more options to serve customers and create loyalty. WebAccess credit file management increased the sales volume for creditworthy customers and reduced late payments.

Dixieply + MaxRecall

Dixieply has minimized its operating costs for invoicing and eliminated payment delays. So now, the company responds to customer inquiries promptly and keeps customer credit files fresh with up-to-date credit reports and financial records. The MaxRecall solution has been instrumental in supporting Dixieply's stated mission to lead the industry as the preferred wholesale supplier as a total quality company committed to excellence in all phases of their operation.



“Have you ever heard ‘*I want it ... and I want it NOW!!*’ That was a common statement throughout our company when it came to people needing quick access to documents. Proof-of-delivery, invoices, statements, or even delivered product pictures. This was real challenge for our I.T. department.... So we went searching for a solution. Maxrecall to the rescue. A great fit from the beginning. A challenge for sure, but with teamwork and a vendor that would listen, baby steps turned into leaps and bounds from paper storage and retrieval to electronic, integrated, solutions based document management. Now Dixieply gives our employees the ability to search, find, retrieve, and send documents to customers or vendors upon request added to our bottom line mission statement ‘To be the preferred wholesale supplier of quality building products’ which gives us ‘The Dixieply Difference’.

What a difference MaxRecall makes ... They turned ‘I need that Document NOW’... into... ‘I’ve Got that document NOW’... sweet music to my ears...”

Bobby R Awtrey
Director I.T. Services, Dixie Plywood Companies

The founders of MaxRecall Technologies are life-long wholesale distribution professionals. As licensed Certified Public Accountants who grew up and worked in a family-owned entrepreneurial wholesale distribution company, they know how the business works inside and out. Over many years of dedicated service to wholesale distributors, the founders of MaxRecall have evolved a collaborative approach to solutions. In that time, technology has transformed all supply chains and how the building material business is conducted. MaxRecall provides our partners with experience, professional background, and unique insight into wholesale distribution functionality and needs. As a proactive response to disruption and the rapidly changing competitive environment, MaxRecall has transitioned from an on-premise-only solution to a cloud-based platform. The MaxRecall Solution Suite is new technology that evolves and adapts with customers as they embrace innovations and grow.

Your Next Steps

[Download the MaxRecall Company Overview eBook](#)

[Explore solutions on the MaxRecall website](#)

[Talk to MaxRecall about finding the best option for you](#)



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