

1-800-DENTIST®

1-800-DENTIST Case Study

Nodus Technologies Gets to Root of 1-800-DENTIST® Payment Processing Needs

Solution Overview

Industry

Marketing

Benefits

Slashed batch processing time from 1½ hours to less than 20 minutes. Increased overall efficiency, freeing resources to manage other vital tasks

Software Used

Credit Card Advantage 7.0

Encore Recurring Contract Billing 7.0

About 1-800-DENTIST®

Since its founding in 1986, 1-800-DENTIST® has taken the guesswork out of finding a dentist. Trusted by over 10 million people across the nation to match individuals with caring dentists who fit their individual needs, 1-800-DENTIST®'s mission is to become the trusted online resource to help you and your family find a quality dentist in your area. Currently, 1-800-DENTIST® is the most experienced patient-dentist matching service in the nation.



About CreativeSoft®

CreativeSoft, Inc. has 20 years of expertise in the accounting software industry and a mastery of the various software systems that are available today. We specialize in Microsoft Business Solution's innovative line of enterprise applications, with a focus on [Microsoft Great Plains](#) and [Microsoft Small Business Manager](#).

Founded in 1982, CreativeSoft provides consultation, sales, installation, customization, training, and complete support for accounting and business solutions for small and mid-sized businesses. Based in Los Angeles, CreativeSoft is committed to serving businesses throughout the Southern California area, and to providing consultation and sales of the products we support to companies anywhere in the world.

"The team at Nodus Technologies offers exemplary support. Not only have they done everything necessary to ensure that their solution runs smoothly, they have stepped in when necessary to ensure that the products that touch their solution work well also."

- Arthur Jenkins, VP of Finance, 1-800-DENTIST®

Summary

With an acquisition pending that would significantly increase the volume of credit cards processed on a monthly basis, the team at 1-800-DENTIST® knew it was time to examine its accounting solution. An assessment of their existing system further clarified what many already knew: a temporary fix would not work. Relief could only come from a solution that could manage the growing volume of transactions and eliminate duplicate efforts. Nodus Technologies put the crowning touch on the accounting system with its Credit Card Advantage solution. Seamlessly integrated with Microsoft® Business Solutions - Great Plains accounting software, this robust application suite filled a vital need by automating the batch processing of scheduled monthly payments and simplifying on-the-fly transactions. With Credit Card Advantage, 1-800-DENTIST® saves time and eliminates double-entry errors.

The Challenge

Individuals seeking a dental practitioner in their area turn to 1-800-DENTIST® because of their reputation for drilling-down to ensure the credibility and skill of participating dentists. However, when 1-800-DENTIST® examined its internal practices, they found a system fraught with cavities that exposed the roots of their financial foundation to inefficiencies and potential revenue losses.

The most experienced patient-dentist matching service in the nation, 1-800-DENTIST® charges its member dentists a monthly fee. With more than half opting for the monthly billing option that utilizes credit cards, the company's revenue stream is heavily dependent on its credit card processing solution.

Prior to implementing the Credit Card Advantage solution from Nodus Technologies, the company had to manually input and run credit card transactions on the 1st and 15th of each month, then input the data to their DOS-based accounting system. Because the systems were not integrated, the accounting team was forced to input the same data twice. Not only did their existing system require duplicate entry between five different systems, it wasted time and dramatically increased the potential for costly errors.

“The speed of the solution is amazing, and the efficiency we’re experiencing allows us to put our time to better use.”

- Arthur Jenkins
VP of Finance, 1-800-DENTIST®

“Credit Card Advantage is the perfect complement to the Great Plains solution.”

- David Greenman
President, CreativeSoft®



About Encore Business Solutions

Established in 1990, Encore Business Solutions Inc. offers a full range of financial and business management solutions. As an award-winning Microsoft® Gold Certified Business Solutions Partner, Encore implements and supports Microsoft® Business Solutions – Great Plains® and Microsoft Customer Relationship Management. As an authorized Solution Developer, Encore develops software for fund accounting, fundraising, budget management, project tracking, recurring billing and cash management that seamlessly integrate with Microsoft Business Solutions products. For more information about Encore's products and services, visit www.encorebusiness.com

About Nodus Technologies

Nodus Technologies, Inc. sets the standard for electronic payment processing with revolutionary solutions. Based on a collaborative framework, Nodus' applications are designed to integrate with Microsoft® Great Plains accounting systems as well as other accounting packages, POS, B2B portal, call center, ERP, and CRM solutions.

With customers throughout North America, Nodus Technologies provides a standard interface that helps merchants streamline electronic payment processing. Downloadable evaluation copies of all of our solutions are available from our web site and are fully functional in The World Online test company. For more information about Nodus' products and services, visit www.nodustech.com.

The Solution

Desiring a cost-effective, easy-to-implement solution that would improve efficiency throughout their accounting process, 1-800-DENTIST® turned to CreativeSoft located in Encino, CA. A thorough review of the company's situation led David Greenman of CreativeSoft to recommend a seamlessly integrated solution comprised of the Microsoft® Business Solutions - Great Plains accounting solution, Nodus Technologies' Credit Card Advantage, reporting from Crystal Reports, and Recurring Contract Billing from Encore Business Solutions.

"Credit Card Advantage is the perfect complement to the Great Plains solution," said Greenman. "This robust application suite makes it simple for companies like 1-800-DENTIST® to gain optimal functionality and efficiency throughout the electronic payment process."

Now 1-800-DENTIST® uses Credit Card Advantage to manage credit card transaction records from a single, easy-to-use screen. Card information is entered just once, reducing the likelihood of mistakes, then companies are billed based on their payment structure on the 1st or 15th of each month according to the terms established in the Recurring Contract Billing solution.

"Credit Card Advantage enables us to quickly and accurately process transactions in batch mode and on-the-fly," said Arthur Jenkins, 1-800-DENTIST® controller. "This implementation increases the overall efficiency of our accounting system and saves us time when processing batch transactions for monthly renewals. The solution improves the way we input and process payments, yielding dramatic time savings throughout the process."

Implementation Results

Nodus Technologies' Credit Card Advantage slashed more than one hour from the batch processing time alone. In addition, because it seamlessly integrates with the Great Plains solution, Credit Card Advantage eliminates the need for the accounting team to post billing data to the accounting system. When you consider that they process anywhere from \$4,000 to \$1,000,000 in any given run, the savings add up dramatically.

During batch processing, Credit Card Advantage keeps a record of each transaction in both systems, segregating denied transactions for handling later. Each time a transaction is deleted, CCA issues a void or credit to offset it. Thanks to the tight integration with Great Plains, a process that previously required countless steps is now complete in record time.

"Based on our current volume, it would have taken as long as an hour and a half to process the payments due on the first of the month using the old system," said Jenkins. "With Credit Card Advantage, it takes less than 20 minutes to run the batch, and the payment data is automatically carried over to the appropriate fields in the accounting system. The speed of the solution is amazing, and the efficiency we're experiencing allows us to put our time to better use."