

Success Story



Company Overview

Headquartered in Mickleton, N.J., Mason's Chimney Service & Certified Air Duct Cleaning is a family-owned professional chimney and duct cleaning company servicing New Jersey.

Industry: Chimney Sweeps
Year Founded: 1955
Number of Office Employees: 1 employees
Number of Field Employees: 5 employees

Business Challenges

Mason's Chimney Service was using ACT! software which was working well for the company until the company started growing and its needs became more complex. The program was not sufficiently robust enough to handle the amount of information the company was managing or the company's heavy use of the system, and as a result would regularly slow down the company's system and bring day-to-day business activities to a grinding halt. Upgrades to the software also did not help and just added to more frustration for the Mason's Chimney Service.

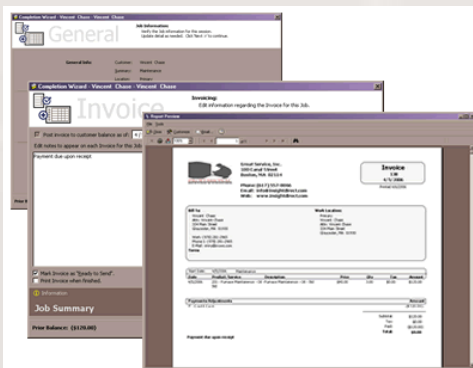
Why ServiceCEO?

After an extensive and careful evaluation of other business management software solutions, Mason's Chimney Service turned to Insight Direct's ServiceCEO. According to Anastasia Ridgeway, president of Mason's Chimney Service, ServiceCEO offered the most complete and robust system, particularly in the areas of organizing client appointments, billing and document history.

"Switching to Service CEO took away a lot of frustrations we were experiencing without compromising our options ... now making adjustments or changes is quick and easy," said Ridgeway.

Key Feature - Invoice Creation

The invoicing feature in ServiceCEO allows Mason's Chimney Service to track client balances much easier than a manual method. It was easy for them



to overlook a balance owed before. When the invoicing is combined with ServiceCEO's reporting, it allows

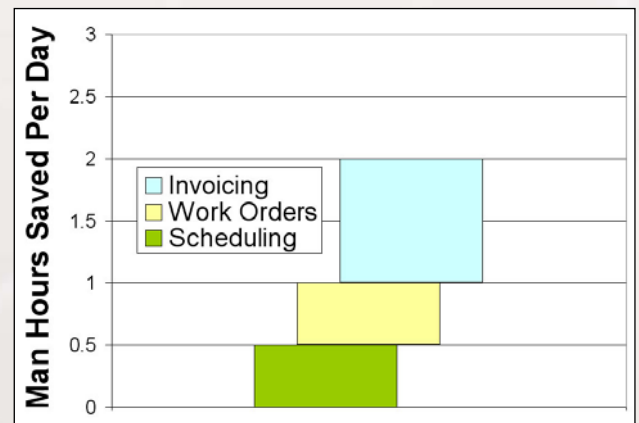


Mason's Chimney Service & Certified Air Duct Cleaning, Inc.

Industry:
Chimney Sweeps

"ServiceCEO runs without a hitch so there's no time wasted getting the system back up and running at an optimum speed and no frustrating calls to tech support."

**Anastasia Ridgeway
President**



them to easily view and track outstanding balances. In addition, having printed invoices for the clients offers a more professional presentation of the bill.

Time Savings

Since switching to ServiceCEO, Mason's Chimney Service saves about two hours a day in managing the company's invoicing, work orders and scheduling. In a tightly run, small company, the extra two hours a day allows Ridgeway to focus on making her customers happy and identifying areas to help the business grow.

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