

Who

S. K. Agency

What

Visual IMPEX and Visual Accounts

Why

To automate and streamline their business process

When

With implementation of Visual IMPEX and Visual Accounts all major problems were resolved and the company could focus on developing their business.

The Entire Case Study

S. K. Agency, a Customs House Agent (CHA), started their operations initially on a small scale. For the first few years they were preparing their customs clearing documents without the aid of any tools. It was a tedious process and they struggled to cope up with their expanding business needs. At this point in time S. K. Agency decided to automate their process and started looking for a software vendor who could understand their trade and provide a comprehensive solution designed for the unique requirements of their trade. Being a CHA they required a solution that would take care of their entire customs compliance requirement while providing additional tools for customer interaction and reporting. Operational finance was another aspect they wished to automate and control. They approached Softlink with their requirements and found a trusted partner in them who understood the needs of their trade.

The Problem

Mr. Sanjay Kolge, Partner, S. K. Agency says, "Before we bought Softlink products, we were transacting business in a primitive way." S. K. Agency used to prepare the Bills of entry and Shipping bills as well as annexure, manually by filling up the readymade forms by hand or with the help of a typewriter. Moreover they had no access to checklist for verifying the documents before submission. There used to be huge backlogs as it used to take a lot of time for preparing the documents. And then there were many errors and mistakes which would land them in trouble at the time of clearance, at times the matter would go out of hand as customs deemed the errors to be a mis-declaration.

There were also the growing demands of clients and the problem of keeping timelines. S. K. Agency had to face enormous delays in clearances, especially for multiple item Bills of entry with its complicated duty structure calculations. The clients were constantly pressurizing for speed of delivery which put a heavy strain on their resources. There used to be constant complaints from clients on efficiency. It was affecting their credibility, client servicing capabilities and growth. The matter was getting out of hand, when the Partners decided to invest in software which could ease and simplify their operations.

**Overview****Product Used**

Visual IMPEX
Visual Accounts

Client Profile

S. K. Agency, a Custom House Agency, was incorporated in 1990 on a small scale. Yet with great potential for growth and immense talent, it has reached the peak, providing quality services with great speed and efficiency. The high quality of service has helped the company achieve great heights. S. K. Agency is technically equipped with modern working environment and tools. Being a trusted, respectable and leading Custom House Agent, They have long standing and vibrant associations with people from the same business at Bangalore, Delhi, Chennai, Kolkata, Hyderabad, Nagpur, Kochi, Kannur, Madurai, Tuticorin, Vizag, Aurangabad, Bhusawal, Raipur and overseas associates.

Business Need

S. K. Agency wanted to implement a solution that would automate and simplify their entire Customs Clearing operations.

S. K. Agency wanted to ensure that the Bills of entry are filed properly without any errors. They had to face the arduous task of keeping up with constant changes customs regulations and notifications. There was also the need for keeping track of the status of the jobs being processed at customs till their final delivery or shipment.

Customs clearing process invariably involved incurring expenses on behalf of the clients. Keeping track of these expenses was not an easy task. It was also likely that several jobs went unbilled, incurring loss to the company and they felt an urgent need to plug this revenue leakage too.

Why Softlink?

S. K. Agency learned about Softlink products from their peers and competitors who were very much organized in their functioning. Though initially S. K. Agency thought of delaying the purchase of Softlink products, after meeting Mr. Amit Maheshwari, CEO & MD, Softlink, they realised that the company had made in-depth study of practical problems faced by CHA community and their products were thus invaluable for the business. Mr. Amit Maheshwari assured the Partners of S. K. Agency that the sooner they opted for the software the better it would be for the organization, the Partners were convinced and decided in favor of implementing Softlink's products Visual IMPEX and Visual Accounts

The Solution

Immediately after implementation of Visual IMPEX and Visual Accounts, S. K. Agency realised that Softlink's products were very simple to operate with only a couple of hours' training. With Visual IMPEX all their customs compliance process was streamlined. The very same documents that used take up hours of their time could now be prepared within minutes. Finally the company could make error free documents and at the same time put in checks and balance to ensure quality work. There was no need to keep tab on the regulatory changes in customs as the software was updated constantly with the latest changes. Worries about the veracity of the duty calculations were put to rest; complicated duties structures were calculated in seconds.

The advanced tools in Visual IMPEX like the user defined reports facilitated enhance customer reporting. The configurable letters and bonds helped to communicate with clients and fulfill customs formalities. Visual IMPEX's inbuilt tracking system helped them to keep track of the status of shipments and provided regular updates to the clients along with the daily status reports.

Visual Accounts, the complete financial accounting solution designed especially for the trade, enabled the company to gain complete control over its financial operations. Visual Accounts took care of all the major worries of the company like expense booking, invoicing, tracking unbilled jobs and unrecovered expenses, staff advances and vouchers and job profitability. The billing system enabled them to create multiple bills types for agency and reimbursement, with most of the shipment details being automatically captured from Visual IMPEX because of its seamless linkage.



Mr. Sanjay Kolge, Partner,
S. K. Agency

"Softlink products have helped us in reducing our overheads, as we do not have to increase the manpower proportionately to our rapidly growing business. With our existing employees we were able to meet extra workload without any compromise on quality of work. Secondly the quality of output has improved so much that without any further marketing efforts we have been able to generate many new clients"

Mr. Sanjay Kolge comments. "Accounting and documentation deficiencies were eating into our efficiency before we choose Softlink products. The status of any customer's outstanding/receivables were not at finger tips like it is today, nor could we get any idea immediately as to how much a client is valuable in terms of total business. All this has changed since we implemented Visual IMPEX and Visual Accounts."



"Before our firm decided to go for Softlink accounting package, we were doing manual accounting and it used to take lot of time to manually audit the books. I used to have sleepless nights wondering how to resolve the differences in trial balances. It was really a waste of productive time to locate such minor errors which would freeze our further movement."

Mr. Nandu, Manager, Finance, S. K. Agency

The Softlink Advantage

Mr. Sanjay Kolge, Partner, S. K. Agency says, "There has been a complete revitalization of working process with the implementation of Softlink products. It is not only an aid to our business but when effectively used, facilitates the management in decision making. "

He further adds that, "Visual IMPEX and Visual Accounts are both wonderful software. The support team of Softlink is very well mannered and helpful in resolving any issue with their customers (though such issues are rare). I believe they are very sensitive to the needs of our business and are constantly working to keep the products updated with the latest customs regulations and notifications. The updates are very prompt and available online for download anytime."

S. K. Agency recommends use of Visual Impex and Visual Accounts to each and every business entity connected with import and export trade whether big, medium or as small. Especially CHA's having substantial business and still working manually.

About Softlink

Softlink Logistic Systems is dedicated to enabling organizations in the logistics industry to 'Simplify Operations' through highly specialized software products. Our deep domain expertise and experience in logistics and international trade, combined with strong technological know-how go towards creating truly winning products. These products deliver enhanced management control, revenue realization and accurate international trade documentation to users. Exporters, importers, Custom House Agents/ customs brokers, Freight Forwarders and other logistics service providers experience a true boost in productivity and operational efficiency through the use of our products. Our success in meeting their needs is proven by our dominance among these segments in a demanding market like India.

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