



Customer Success Story

Bassian Farms, Inc.

San Jose, CA

Customer Profile

For nearly 20 years, family owned and operated Bassian Farms has provided California's finest restaurants and food service companies with the highest quality beef, poultry, and seafood products. They specialize in distributing fresh poultry, prime, Angus and corn fed beef, seafood, lamb, pork, and smoked meats in Northern California. They also have been a *FoodConnex* user since July 2005.

Business Challenge

Bassian Farms has always been committed to providing the highest level of customer satisfaction in all aspects of their business. But with a large customer base of more than 400 and growing, Dan Bassian points out that, "getting information to our salespeople when they are in the process of taking customer orders was proving to be extremely difficult. It was becoming increasingly hard to keep up with writing orders and servicing our customers. So we began to look for a food distribution software vendor that could not only help us achieve our goals but would also provide Bassian Farms the same high level of personalized customer service that we extend to our customers."

"Since installing FoodConnex only 14 months ago, my salespeople have improved their level of customer service and our margins have increased. All thanks to FoodConnex."

Dan Bassian
President

Our Solution

"We were immediately impressed with all of the Sales and Order Entry features in the *FoodConnex* system. It was important for us to have our software distinguish between cases, eaches, and pounds. Also important was the system's ability to provide instant costing and customer sales history data to our salespeople when they are writing up orders. Using *FoodConnex* enables our sales staff to provide better service to our customers while also focusing on our company's bottom line."

Positive Business Results

"The bottom line," says Dan, "is our salespeople are taking better care of our customers and our company, at the same time. Our mission has always been to provide the Northern California Restaurant and Food Service Industry with the highest quality meat, poultry and seafood products at affordable prices, while simultaneously delivering those products with unsurpassed service. *FoodConnex* helps us accomplish that goal everyday."

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