

Romac grows with T-21 and MasterCAT



ROMAC, A MOTOR FACTOR IN Derbyshire, has witnessed the aftermarket's IT revolution first hand and attributes part of the company's growth in the past 25 years, to its embracing of new means of communication and trading.

Romac operates a five-branch operation throughout Derbyshire and Nottingham.

Each branch is strategically placed five miles apart and its proprietors are Pete Maciejewski and Ken Rowbothom. Both were previously engineers with a keen interest in the automotive industry.



Each branch operates as a traditional motor factor and has a retail store for consumers – a formula that works for Romac and further proof of the increased crossover between factoring and retailing in the aftermarket.

Requirements

Maciejewski explains: "In the past 25 years, we've used a system that fitted in with our requirements. We weren't computer literate, but as the business

grew and our customer base evolved, we identified that we could only go forward with a new professional system that helped us co-ordinate with our branch network and manage stock more efficiently. The solution Romac chose was Activant's T-21 distributor management system.

Maciejewski admits that he had some reservations about the installation of a new computer system but with the system up and running quickly and immediately yielding benefits for the business, his fears have been eased.

"The service from Activant has been excellent," says Maciejewski. "They are constantly evaluating our use of T-21 and how the system can be tailored more to fit our requirements."

Visibility

On a daily basis, Romac has complete visibility of all stock holdings and requirements across their network, helping it trade more efficiently. The branches are connected together in real time and therefore if a customer walks into a sister branch five miles away, then the counter staff have an extended stock base to search through rather than simply the local branch's.

Rowbothom says: "T-21 has enabled us to service customers even better as we never have to turn away a sale. Within half an hour, we can service any branch with the product they need to provide to the customer."

Service

Maciejewski and Rowbothom are firm advocates of excellent customer service and it's the facility to view what Romac's customer base is doing, which proves fascinating reading for the pair on a daily basis. "T-21, through its 'Info Centre' and "Sales Analyser" allows us to see what products and brands our customers are buying or equally importantly, are not!"

Integrated with T-21, Romac also operates Activant MasterCAT

Electronic Catalogue. By keying in a Vehicle Registration Mark (VRM), MasterCAT can identify the correct parts the installer requires and sell them through T-21. A first time fit policy to providing the correct part



for the job, first time, has proven to pay dividends for this business.

MasterCAT is a key tool for Romac as it is easy to use and according to Rowbothom, has increased productivity for the business: "MasterCAT is a great introduction to computers for staff and allows them to contribute fully to the running off the business".

Growth

Romac is looking to grow further and now feels it can do so with the help of T-21 and MasterCAT. "We are very proud of what we've achieved," says Rowbothom. "Retailers in any industry need to evolve, but we can now do this as T-21 removes a lot of paperwork and administration hassles, allowing us to focus on offering quality products and service to customers."

