

Below is an excerpt from an article published in the June 2010 issue of North Bay Biz Magazine. Golden Pacific was one of five featured companies who have made a name for themselves as technology leaders in the North Bay. ~Jon Sooy

TECHNICALLY SPEAKING Author: Ray Holley | June, 2010 Issue

NorthBay biz talks to five organizations that are mixing technology and service, with results that will lower costs and improve the overall customer experience.

The smart use of technology can save time and money, but the companies doing it well are combining it with old-fashioned customer service. They take a “high-tech plus high-touch” approach to serving customers, offering sophisticated technological tools, backed up by real people who can help you when you need it. NorthBay biz spoke to five organizations that are mixing technology and service, with results that will lower costs and improve the overall customer experience.

Golden Pacific Systems

www.goldenpacificsystems.com

Golden Pacific Systems started out life in 1977 as a print management firm. Founder Kevin Austin’s slogan was “Give us challenges and we will provide solutions.” Golden Pacific doesn’t own any manufacturing or printing presses, preferring to match printing plants with customers in an effort to provide value to both.

According to the company’s website, Golden Pacific embraced technology as “a strategic business opportunity.”

As the company entered the Internet era, the founders assembled a team of technology experts and launched a new initiative to provide customized online purchasing systems for chain and franchise customers. The strategy is working. “It’s been the key to our success in defying this economy,” says Jon Sooy, vice president of sales and marketing. “We’ve tripled our sales.”

Golden Pacific Systems’ client list includes a combo platter of household names in the restaurant business, from P.F. Chang’s to Baskin-Robbins, from Togo’s to Black Bear Diner. Managers at these restaurants, whether chain (company-owned) or franchise (individually owned) have access to all sorts of printed and non-printed items, anything that’s been approved and developed by the parent company.

A manager at P.F. Chang’s can log onto a secure website and order imprinted pens, hats, refrigerator magnets, menus, window signs and more. Certain products can be customized for that individual business, with store hours, locations and so forth. “We make it extremely easy and affordable for our customers to get everything they need to run their business,” says Sooy.

Golden Pacific has a unique approach to getting things done. Sooy and his fellow innovators recognized early on that a centralized ordering approach would save money on the front end—he says it’s not unusual for a new customer to save \$50,000 or more in the first year through efficiencies and bulk pricing deals. But, the Golden Pacific team also sought to decentralize anytime it made sense.

“There’s no printing company that has every possible piece of equipment for every possible order. We send the right print job to the appropriate printing plant and, whenever possible, we find a plant near the customer to reduce shipping costs.”

The flexible approach applies to the product line as well. A Togo’s franchise owner can log on and order 100 new menus with regional pricing and local information such as address and store hours; or a regional manager at P.F. Chang’s can log on, place an order for holiday promotion signage and have it drop-shipped to every store simultaneously.

A reliance on technology for efficiency is balanced at Golden Pacific by a heavy dose of the human touch. “We try to get customers to use our integrated online contact form, because it gets routed to eight different people and we can handle their issue quickly. But we have an old-fashioned customer service mentality. People still fax and call us. We answer our phones, too. You rarely get a machine when you call. That’s a credit to the founders of our company.”



Jon Sooy is Golden Pacific Systems’ vice president of sales and marketing.

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