

Case Study Company: **Refiner Golf**

**Company**

In 1992 Robert Bryan began ReFiner Golf Company, which has been selling his patented two-way adjustable hinged swing trainer clubs for years. The ReFiner Swing Trainer provides an effective and affordable way to improve ones golf game. Based out of Florida, ReFinerGolf.com now sells its products online so customers all over the country can purchase the ReFiner Swing Trainer.

**Problem**

It became overwhelming and difficult to keep up with invoices and customer records once sales increased.

**Solution**

Zoovy provided automated and inclusive software with ready to print and file invoices and customer relations management tools that keep customer records on file and up to date. This cut down on time and effort so owner Robert Bryan could focus on growing his business.

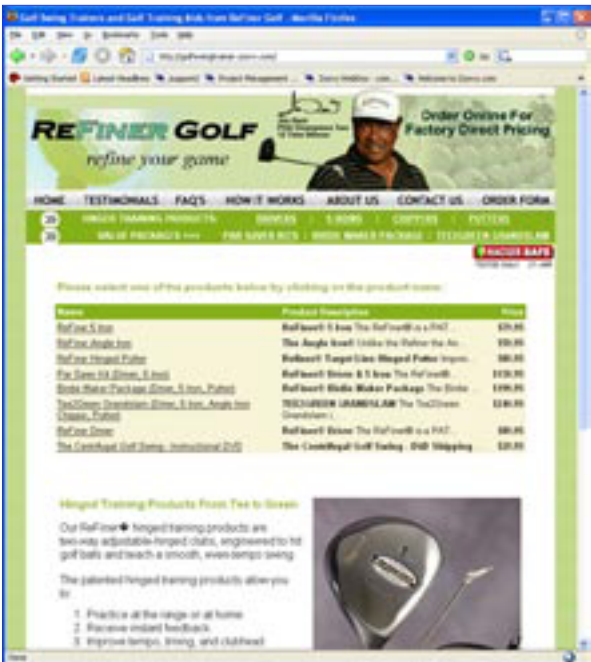
**History**

Robert Bryan began selling his patented two-way adjustable hinged swing trainer golf club online in 1997. The ReFiner Golf swing trainer helps golfers improve their swing by improving their timing and allowing them to feel where the club should be. Customers responded well to the club and sales started rolling in.

Based out of Florida, ReFiner Golf was able to reach a worldwide customer base by utilizing the internet. Bryan began his online business selling his swing trainer club on eBay, using the “Buy it Now” option. Sales were great, but he was using a piecemeal system which slowed down the business process. “It was hard to keep up with the number of invoices to be made and printed,” said Bryan. “Finding past customer information was also difficult without a manageable database.”

One day, after hearing about Bryan’s business challenges, a friend suggested Zoovy. The Zoovy software provided an automated customer relations management system so Bryan could quickly pull up customer files and it wasn’t necessary to re-enter data anymore. Zoovy also cut down on time and effort with the automated ready-to-print invoice ability. “I like to keep things simple, and I like that Zoovy makes selling my product simple,” said Bryan. With the new software, the ReFiner Golf data is integrated into one system that is easy to access and update. “I can be home and view orders in real time with my shop,” said Bryan.

ReFinerGolf.com started out selling just one product, the patented swing trainer club. With so much of the business operations automated, Bryan has had time to grow his business and add new products. ReFinerGolf.com has added two new products and more are on the way. “Now that things are more organized, I am looking to grow my wholesale business through Zoovy,” said Bryan. “I haven’t even scratched the surface of the power of Zoovy.” ReFinerGolf.com has been achieving success using the Zoovy software for three years and has plans of growing even more.



‘It is now easier to manage my sales, shipping and accounting, and I have seen an increase in sales.’