

Sage 50—U.S. Edition

Customer Success



A Family-Owned Business Makes a Sweet Connection With Sage

John and Sue Elliott, owners of Davidson Chocolate Company, quit their corporate jobs in search of a new venture that would allow them to explore their passion for the customer experience. What started as a search for a bed and breakfast led them to find a closed chocolate shop in the mountains of North Carolina.

John and Sue decided to try their hand at chocolatiering. “The store had been closed for 2 1/2 years. The chocolate was still wonderful, thanks to the hundred-year-old recipes from Holland. The building itself looked horrible, but we couldn’t see how we could fail,” said Sue. “We knew we had a lot of work ahead of us in terms of the obvious physical repairs, but also to rebuild the store’s reputation.”

In five years’ time, the Elliotts saw a dramatic growth in the business. This success brought on the question of how they could expand the business, which John and Sue’s son, John Jr., helped answer. John Jr. proposed that his parents move their business to Davidson, NC, just outside of Charlotte. After a lot of research and planning, the Elliotts opened their first Davidson Chocolate Company store in 2008.

The Elliotts have a strong loyalty to small community businesses. Within the first year of the new store’s opening, the Elliotts decided to look into a local credit processor. A bank had just opened across the street from the store, so the Elliotts decided to use its processing.

As a former accountant in the corporate world, Sue had extensive experience using Microsoft Excel® for bookkeeping in their first chocolate store. But with the popularity of the new Davidson store, Sue found she had less time for accounting activities. That’s when Sue looked in to Sage 50 accounting software.

“I knew about them and loved the detail Sage 50 gave to me. I felt very comfortable working with it,” she said.

As luck would have it, one of Davidson Chocolate’s customers was a Sage employee. With the help of this Sage employee, the Elliotts were invited to visit the Atlanta Sage office to discuss the impact of Sage 50 with other staff members.

Soon after this meeting with Sage, problems started to arise with the Elliotts’ credit payment processing system. The representative from the bank who had previously been hard to get hold of started to visit the store more frequently to discuss increases in costs and new rules and regulations. The Elliotts felt that their current rates were too high and discovered that the bank had overcharged them. When the Elliotts tried to recoup their money, the vendor refused.

Customer

Davidson Chocolate Company

Industry

Manufacturing

Location

Davidson, NC

Number of Locations

Two

Number of Employees

Two full-time

Five part-time

System

Sage 50 Accounting

Sage Payment Solutions

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The Elliotts decided it might be a good time to discuss Sage Payment Solutions as an alternative credit processing service. “Sage had all the right answers, and the right price,” Sue said. “We decided to go with Sage because everything they had told us in previous interactions had been true. We trusted them because of our experience with Sage 50.” A Sage Payment Solutions representative helped the Elliotts switch to the new system. The integration went seamlessly, and the Elliotts ended up adding Sage Payment Processing to their second store location in Dilworth, NC, in 2011.

Something that Sage and the Elliotts both feel strongly about is the customer experience. Whenever Sue has had a question about her Sage programs, customer service has gone above and beyond to help resolve things quickly. Sue said, “When I call Sage customer service, I really feel like there’s nobody more important than me.”

The Elliotts upgraded to Sage 50—U.S. Edition in 2011. Now the Elliotts see even more integration between their accounting software and payments processing. For these small business owners, it’s all about saving time so they can worry about more important things: their customers.

John, Sue, and John Jr. Elliott are in the midst of preparing for their busiest season of the year, Valentine’s Day!

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— Sue Elliott,
Owner, Davidson Chocolate Company

About Sage

Sage is a leading global supplier of business management software and services for small and mid-sized businesses. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs more than 13,500 people and supports more than 6 million customers worldwide. For more information about Sage in North America, please visit the company website at: NA.Sage.com. Follow Sage North America on Facebook, [Facebook.com/SageNorthAmerica](https://www.facebook.com/SageNorthAmerica), and Twitter, [Twitter.com/sagenamerica](https://twitter.com/sagenamerica).