



**furniture**  
**MARKET** Est. 2007

## Bob Lomassaro – Store Manager at Furniture Market Vegas

Can you please take a moment and tell our readers a little bit about your company?

We are a high-line luxury furniture and interior design showroom in Las Vegas, NV

How did you originally find Trax? Who recommended you to our company?

We conducted extensive research into what companies can provide us with the best CMS for a business such as ours. eTraxSales was continually referred to us by other companies in our showroom.

What was the primary reason that you chose Trax?

We eventually decided to go with Trax based on their excellent customer service and superior tech support, as well as the systems ability to effectively manage our customer and sales data base.

Please tell us what your experience has been with our system.

We have found Trax to be everything we have expected and more. The system allows for continued growth and expansion, its easy to use which allows for our sales people and interior designers to effectively use the system without extensive training. We have found that when the system is easy to use, more people use it, more often. Our people have come to depend on Trax in conducting their daily business.

What were you originally doing in your stores to track customer traffic and to follow up with unsold customers?

We were using self generated spreadsheets as well as other systems for several other uses. Trax allowed us to combine all those tasks into one system.

How have your sales people reacted to the use of Trax? How has the system changed the way you manage your company?

They like the system, therefore they use it and have come to be dependent on it. It has definitely contributed to our bottom line.

What reports do you specifically use and how do you use them?

Too many to list. As the marketing director, the sales and manpower reports are my favorites.

We have a money back guarantee of a 15-25% increase in sales and productivity... have you noticed any performance differences or increases.

Most certainly!

If someone called you about Trax what would you tell them?

Absolutely!