



**Joe Ciurleo**, owner of Caristo's Cleaners & Laundry

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Joe Ciurleo operates Caristo's Cleaners & Laundry, a small plant and drop store in Springfield, Massachusetts. In 20 years of business, Caristo's had never used a computer system. Everything was done by hand, including invoicing and tracking. Ciurleo wanted to gain control of his operation, without changing his hands-on approach to running his business.

When considering moving to a computerized system, one of Ciurleo's biggest concerns was how well his employees, especially

the older ones, would adapt to it. "We looked at about 10 different point-of-sale systems for our store, and Cleaner Business definitely offered the best features for the best price," says Ciurleo.

"The system setup was awesome. It was easy, because Cleaner Business walked me through it every step of the way. Now if there's ever a problem, or something I need in the features that I'm not sure how to get, they've been right on top of it," says Ciurleo.

"Our employees were nervous at first, but now they say it makes it easier at the counter, for them and for the customers. There's no writing, it saves time, there's no mistakes. The customers aren't waiting for an order. Everything is right there in front of you."

In helping Ciurleo manage his store, uniform pricing, cash control and employee tracking have made a big difference. "Constant pricing has been the biggest factor. Our profits are definitely up," explains Ciurleo.

"The breakdown on features was right for our store, and the system is flexible enough so I can run my store the way I want to. In fact, it makes it easier for me, and I can treat my customers even better than I did before," continues Ciurleo.

"I know exactly what's going on in every part of my store. Who did what, when, what's going in and out, how to schedule employees. It's everything I need to run my store."

- Powerful, yet flexible software
- Easy to set up and use for every employee
- Eliminates hand-written orders, tagging and billing
- Uniform pricing and constant cash control increase profits
- Customers love it – no waiting, no left items, no mistakes

CUSTOMER  
• VALUE •  
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Customer Proven Value is something you can count on from Cleaner Business Systems. It means that our products and services have been proven by real customers who have discovered the true value of an excellent product backed by unparalleled customer service.

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