



SUMMARY

Customer: Zóescent
www.zoescent.com

Location: Goodyear, Arizona

Industry: Small Business

Challenge: Organization of required forms was tedious and time consuming. Multiple employees were handling the multi-step process which became too complicated and time-consuming.

Solution: Integration with Formstack led to organization of forms and processes and the information was directed to the correct employee to get the job done.

Benefits: More organization, saved time and energy, and fewer employees were needed to handle the job which left room for more time to be spent on other important tasks.

Small Business Saves \$5000 by integrating with Formstack



About Zóescent

Zóescent helps improve business results and employees' lives by offering a unique Vacation Wellness Program for employees. The Vacation Wellness Program takes advantage of a simple but powerful method designed to minimize employment costs and maximize employee productivity and retention.

The Challenge

As the company continued to grow, it became difficult to organize and filter all of the information that their clients were required to submit. The process started when someone would request more information about their service and then continue with several more steps occurring, with several employees involved, before the entire process would be complete. The system became challenging, but they were certain they could find a better solution.

The Solution

Steve Pieper, Partner at Zóescent, began researching for an easy, cost-effective tool that they could use. After reading several HTML tutorials, he came across Formstack's [HTML form builder](#) and started testing it out. Pieper became impressed with how simple the



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- Steve Pieper, Partner at Zóescent

HTML form builder was to use and also how cost effective it was to use every month.

Zóescent now uses Formstack to collect any information their clients need to fill out including [contact forms](#), lead generation forms, dynamic price quotes, price savings calculations, and much more. They also use several [third-party integrations](#) such as MailChimp and Google Documents to help organize all information that is being submitted in the form. The use of notification emails helps make sure the information submitted is being sent to the correct employee.

The Outcome

Zóescent has been able to save over \$5,000 by implementing a high-end, low cost solution with Formstack. Not only were they able to save thousands of dollars, they were also able to cut down on the hours their employees would've spent building complicated html forms. “I love that I can instantly create a very complicated [html form](#), automate a complicated back-end process, and use features such as conditional logic and calculating field. You have been an absolute God-send!” says Pieper.