

ExtendSync Calendar Integration Improves Visibility and Saves 700+ Hours a Year for National Rarities

Customer
National Rarities

Products
ExtendSync for Google Analytics

About

St. Louis-based National Rarities has been a leading nationwide gold and estate buyer since 2009. GIA Graduated Gemologists and certified CW21 watchmakers along with fine art, collectible, and military memorabilia specialists collaborate with customers all across the country to evaluate and purchase valuables. National Rarities partners with more than 300 jewelry stores and specializes in offering free evaluations in a convenient, comfortable, and pressure-free setting.

Background

National Rarities has grown considerably, expanding from ten employees to over 180 in just the last seven years, and from 35 partner stores to more than 300. The organization hosts as many as 15 events per week across the country where individuals can have their items appraised and choose whether or not to sell. Each event is run by three to six associates and requires close attention to detail, from the date and time of the event to who is attending and specific details about that event or store.

The Challenge

With the number of events rapidly expanding, business analyst Lauren McIntosh plays a crucial role in working in NetSuite to analyze data and help the business run smoothly with workflows, processes, and reports. One order of business is to support the entire team in NetSuite, where processes were initially incredibly manual. "Our sales team was taking notes and entering them into a spreadsheet. As far as calendars, those were completely manual, and we had information in two places," Lauren said. "It was a lot of Google Sheets and manual entry."

“ExtendSync saves us close to 15 hours a week by removing the duplicate efforts of inputting information a second time.”

Lauren McIntosh
Business Analyst | National Rarities



NATIONAL RARITIES

The Solution

In the continued search to improve scheduling for National Rarities' growing business, Lauren came across ExtendSync for Google Workspace and its capabilities to synchronize NetSuite events and records with Google Calendars and Gmail. "Calendar events were the primary reason we got ExtendSync," Lauren recalled. "Scheduling is a bit of a bear for us, and that is one of the things ExtendSync has really helped us with. We create that custom record in NetSuite for our event and it holds all kinds of information such as who's attending it, where it is, who the contact is, the specific details about that event or store."

National Rarities then has a custom script that takes the event and creates an appointment record in NetSuite, pulling over the fields the organization needs to be displayed in the message. "ExtendSync picks up that appointment and brings it into the Google Calendar that's shared with the entire organization," Lauren said. "It's automated to update certain fields, so if a buyer or associate changes on that event, it updates that calendar event. If criteria like the hours change, it'll also populate that in the calendar."

For the busy National Rarities team, this calendar integration is key to keeping teams on task and on target. "When our team is out on the road, they don't have to try to log into NetSuite or look at something on their phone," Lauren said. "They can go to the Google calendar and see exactly where they need to go and who they're going with. It's been a massive win for us."

Lauren estimates that with ExtendSync's calendar integration streamlining processes over the past two years, the solution has saved the team close to 15 hours a week. "When it comes to someone being out of town or otherwise not available, not having to reach out and wait for a response but instead go to one place to access all the necessary information saves us so much just in research and digging through emails."

National Rarities has also recently expanded their ExtendSync usage to empower the sales team to connect emails to NetSuite records directly within their inboxes.

Bottom Line

Calendar to NetSuite integration through ExtendSync has been a game-changer for National Rarities. Visibility into events and details and the confidence that information is always up to date has empowered employees with more insight and confidence than ever before. "When you look at things in one place, you can better understand how much you contact and go back and forth with one vendor versus another," Lauren observed. "We can understand now how to better allocate time."



There's
no more
gatekeeping;
ExtendSync
helps us get
information
out so the
team can
see what's
happening
even outside
of the event
they're
working on.



Lauren McIntosh
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About CloudExtend

CloudExtend empowers organizations to make faster, more insightful decisions by creating innovative, user-friendly applications that integrate workplace productivity tools with platforms they use every day.

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