

Bass Pro Shops Streamlines Compliance Processes Saving an Estimated \$250,000

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Bob Barratt, Compliance Manager at Bass Pro

About Bass Pro

Headquartered in Springfield, MO, Bass Pro Shops operates approximately 60 Outdoor World and 75 Tracker Marine stores throughout the United States and Canada. While primarily marketing equipment and apparel for outdoor activities, many of their retail outlets go beyond traditional retail business, featuring everything from archery ranges, fish tanks, bowling lanes, billiards tables, and restaurants. Bass Pro even owns and operates an 850-acre resort in the Ozark Mountains.

Business Issues

In 2008, Bass Pro employed a combination of Microsoft Access® databases and Microsoft Excel® spreadsheets to process and maintain roughly 900 licenses. Because the systems were constructed differently, Bass Pro's personnel were forced to employ a hodgepodge workflow and a series of highly manual processes. Over time Bass Pro's success began to strain the compliance staff as each new location increased their workload, stretching them thinner and thinner. With no central workflow, no reminders, and no extra staff to handle the increased workload, the results were predictable — missed deadlines, penalties, and a lot of aggravation.

"Prior to getting started with LicenseHQ, I was stressed out by the amount of licenses that fell through the cracks," said Bob Barratt, Compliance Manager at Bass Pro. "While we did track our licenses, it was not in an efficient and effective manner. I found myself always putting out fires and had over 125 locations constantly contacting me looking for their licenses."

Enter LicenseHQ

In March 2008 Bass Pro implemented LicenseHQ. "The implementation was an easy, simple process," said Barratt. LicenseHQ provided Bass Pro with a standardized license workflow and a centralized database which could be accessed from anywhere. "Since LicenseHQ is Web-based, I have been able to show all my site managers how to access the system themselves so they don't have to contact me every time they are looking for a license. We were able to reduce our overhead by a third because of the efficiency and effectiveness of the system."

In addition, these productivity gains have allowed Bass Pro license personnel to spend time on analytical tasks and other tax and compliance functions saving the company an estimated \$250,000. "For the first time in company history we are being proactive with our licenses instead of reactive. If you want less stress, more production, a clear picture of all your licenses, amazing customer support, and a bigger bottom line I highly recommend LicenseHQ."

Headquarters

Springfield, MO

Locations

135

Licenses

900

License & Permit Types

Business, Food, Health, Firearms, Amusement, Hazardous Materials, Seed

Customer Since

2008