

The Secret Chocolatier

Bill.com saves us a full work day each month and keeps us on track.



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Andy Ciordia

It all started with a single chocolate truffle and dream to open a family confectionary. Three years and many delicious confections later, the Secret Chocolatier is satisfying the sweet tooth of customers at home in Charlotte, NC, and across the country – thanks not only to hard work in the kitchen, but to efficiencies in their everyday administrative operations. An important ingredient in their recipe for success is Bill.com.

When pastry chef Bill Dietz, his wife Karen, daughter Robin and son-in-law Andy Ciordia, were ready to take their chocolate creations from local farmers’ markets into their own

shop early in 2011, Andy took the lead in handling the company’s finances and day-to-day management.

He’s motivated to keep things running smoothly, believing “the business of doing business is not the business you want to be doing” – an adage inspiring to anyone who wants to grow a company.

Every start-up business owner knows that getting your company off the ground requires hours and hours of hard work, many of which are spent doing a variety of administrative tasks that leave little time for



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performing the sales and marketing duties that bring business in the door. Ciordia says that “Bill.com is like another set of helping hands in our company,” enabling him to keep his bookkeeping tasks to a minimum while focusing on the other things he needs to do to run the chocolate shop.

“Efficiency and technology are my favorite things, and as a back office solution, Bill.com gets the job done,” says Ciordia – so it’s

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no wonder he selected Bill.com over other financial management options. In searching for a tool to help manage the shop’s accounting functions, he “read a lot of reviews, and Bill.com showed up in a tech journal as an electronic accounting solution that plays nice with QuickBooks.” He needed a system that integrated with their software and “didn’t take more than 3 clicks to use. Bill.com was an easy choice.” In fact, he adds, “the implementation process was so painless I barely remember it!”



“Cloud-based Bill.com fits in perfectly with the motif of our modern, technology-oriented shop. We have a wireless system with no plugs anywhere,” explains Ciordia. “Bill.com helps keep the four of us on top of things when, otherwise, paper would fall through cracks. It also keeps me from running to the mailbox.” Plus, Bill.com fosters productivity outside the shop and fits in perfectly with his on-the-go lifestyle: “I can use Bill.com anywhere – at home, on an airplane, or on vacation.”

“We’re still early in our initiative,” explains Ciordia. “We’re paying some vendors, bills and rent. We don’t have too many invoices running around loose yet.” Even so, he’s looking at using Bill.com’s invoicing system. “There’s more wiggle room with mail,” he contends, “and Bill.com’s electronic payment process makes everyone more accountable.” He recommends Bill.com as a solution for other small businesses because “if you do any billing – or have more billing and less people than you need – Bill.com will save some time,

save some stamps, and save some moving around.”

Ciordia foresees growing the company with Bill.com and taking advantage of additional functionality. “As more people come into the admin side of company, there are a whole lot of things we can use in Bill.com,” he says.

“I expect that as we grow and build a sales team, they will create invoices that I can approve. Bill.com will manage the details on what’s been invoiced, what invoices are closed/paid and what is outstanding.”

At the end of the chocolate-infused day, Andy, Robin, baby Logan, Bill and Karen are building their company for the love of family, creativity, and serving their customers. Bill.com helps them focus on what’s important. It automates financial management tasks that would otherwise be time-consuming and cumbersome. “Bill.com keeps us flowing, and that’s important, especially in our small business.”

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