

success story



CRANBROOK SCHOOLS

Bloomfield Hills, MI

success story

SCHOOL PROFILE

FOUNDED

1927

Cranbrook is a college preparatory school offering a comprehensive program spanning pre-kindergarten through high school.

ENROLLMENT

1620

LOCATION

Bloomfield Hills, MI

MBS DIRECT CLIENT

Since 2003



WE USED TO PURCHASE BOOKS IN THE SPRING
and wouldn't receive payment from parents until fall.

Direct has eliminated this financial challenge and we've moved into the reality of an online store."

*Kurt Godfryd, Director of Administrative Services
Cranbrook Schools – Bloomfield Hills, MI*

client challenge

The textbook program at Cranbrook Schools utilized a common, yet inefficient process for managing the textbook services for its 1,600 students. The Bookstore Manager was responsible for ordering, receiving, and distributing textbooks; which created a myriad of purchase orders that the Business Office had to process. Throughout the summer, the massive amounts of books would arrive at the school and they'd have to be stored until the Bookstore Manager and other faculty members returned from summer break, at which time, the books would have to be accounted for and then sorted. Inevitably, orders would fall through the cracks, causing discrepancies that affected the distribution of the books to students. In addition, the school was investing up-front capital to order the textbooks and carrying those expenses for months and not receiving payment from parents until months later.

solution

In 2003, MBS Direct launched an online bookstore for Cranbrook Schools that eliminated textbook hassles for both the staff and the parents. Through the online bookstore, parents can now purchase books earlier and have them delivered to their home, where students can become acclimated with the books before classes begin. As Kurt Godfryd, Director of Administrative Services, notes, "The process with MBS has been wildly popular with our parents, particularly with having the access to used books. MBS Direct streamlined the adoption process and eliminated the inventory and financial burdens for the school to help us move into the reality of an online bookstore."