



## The Client:

Vital Choice Wild Seafood & Organics, founded in 2000 and headquartered in Ferndale, Washington, is an authority and purveyor in wild salmon and its health benefits.

## The Challenge:

One of Vital Choice's services is providing comprehensive Vital Omega 3 and 6 HUFA© lab testing. They would then evaluate their clients' lab test results and produce an extensive manual report to send to each client. These reports were done manually using Word, Excel, and Graphics software. This process was very labor intensive. Our role was to automate and make this customized critical lab test results report generation process faster and professional.

Excelhelp.com studied their system and made recommendations. Instead of starting from the ground up with every report, we wanted to deliver an on-demand generated report that even a layperson in their organization could produce and understand.

## The Solution:

ExcelHelp simplified the report generating process by creating a sophisticated Excel report generation template application for Vital Choice. This Excel application allows them to generate a dynamic professional grade report, customized to each client's lab results, with simplified charts to visualize the data, and detailed narratives to explain what the results mean. Their previous system meant that they had to create the math, calculations, charts, and graphics for each report. With the ExcelHelp created, dynamic report generation tool, even a company layperson with minimal understanding of how weighted reports work can create a comprehensive and professional report. For an organization like Vital Choice, quality, optimizing efficiency, and professional results are imperative.

We took it a step further. Vital Choice has a direct relationship with a diagnostics and testing laboratory, and their staff needed to be able to generate this report in real-time when the test results were completed. ExcelHelp programmed an Excel application to allow the lab personnel to import client test results data on the fly. How better to demonstrate your time saving potential for a client than to respond to them instantaneously? That is what makes Vital Choice a leader in its field.

From generating an Excel solution, to delivering a creative, custom report generating application, ExcelHelp increased the efficiency of a recognized seafood and health expert.



## Key Client Benefits:

We cut time out of the report generation process for Vital Choice, and made the creation of custom reports possible for a larger portion of their workforce. We assisted them in more efficiently serving their clients. Our Excel application empowers their team to turn-around reports in the moment, sharp, accurate, and professional quality in action.