



Aprons helps distributors achieve increased sales with eGain

In a snapshot:

Client:

Aprons, Etc.

Business Issue:

Inability to capture customer enquiries.

SolveIT's Solution:

CustomView™ - Contact Portal Module

Business Result:

Error-free enquiry capture, signed up additional distributors.

Company Background

Aprons, Etc. is based in South Carolina and is a veteran supplier of more than 24 years. As an ASI and PPAI member, Aprons Etc. manufactures promotional materials for several companies at affordable prices. It customizes products including aprons, lab coats, table covers, cooking apparel, and banners to suit the needs of its clients.

Business Issue

Aprons Etc. didn't have an effective communication process with its more than 8,000 distributors. It wanted to provide its distributors an additional avenue to generate sales leads while ensuring that none of its contact information is available to the end-user, adhering to the rules of the promotional products industry.

This led to the following issues:

- A lack of effective communication with the distributors led to missed opportunities and lost revenues
- Little knowledge about product demand led to a varied product mix

Other challenges faced:

- Wanted a proactive mechanism that would encourage more distributors to sign up
- The solution should be compatible with the existing database application called Zen Cart
- Also the new solution shouldn't infringe on the existing ASI, PPAI rules

SolveIT's Solution:

- Understood the desire of the client in need to have a solution that gives it the ability to pass end-user requests to the appropriate distributor partner
- Made sure that the solution seamlessly integrates with Aprons' Zen Cart database application
- Ensured that the solution didn't allow any contact info of Aprons visible to the end-user
- Solution allowed Aprons' distributor partner network to realize more product leads and contacts from web-based end-user/customer request
- The project facilitated the release of a new module from the CustomView™ suite of solutions called eGain. The solution offered suppliers to have a smooth flow of information between them and the distributors and also provide additional sales opportunities for their distributor partners while learning about their own product demands.

Business Results:

- Achieved 100% secure and effective communication between Aprons and its 8,000 distributor partners
- Better rate of conversion of product leads to actual booked business by its distributors
- Provided 10% additional sales leads to its distributor partners
- Complete understanding of its product demands has led to effective product management by Aprons

If you are interested and would like to hear further from us as to how we can help build your business, Visit us (www.solveitcorp.com).