

WeDo

ONLINE ORDERING PORTALS • CASE STUDY

Manufacturing



CHALLENGE

A manufacturing company was looking for a business partner to take over their pick/pack and fulfillment of sales materials. The company's marketing coordinator was responsible for receiving orders via email, executing pick and pack from a product list of over 100 items, and arranging shipping to nearly 1,000 sales reps and distributors across the country. It was estimated that the coordinator spent 10 to 15 hours per week manually managing this process. And no automation was in place to track real-time inventory and cost center assignment.

The company also discovered they had almost two dozen pallets of material occupying valuable real estate inside their facility. The warehouse manager approached us for help to automate the ordering and fulfillment process in a timely manner, so their sales reps and distributors received their important sales tools quickly to ensure they stayed current with the company's product lines and offers.

SOLUTION

We developed an online ordering portal website that would allow for the ordering of all sample products, printed sales materials, promotional items, and more. Along with the new site, we worked with them

to implement a fulfillment system to relieve the marketing coordinator of this arduous task.

The online ordering portal allows the company and its sales reps and distributors to order their own materials directly through special permission settings. The marketing coordinator and other staff can easily generate reports, manage inventory online, keep track of back orders, receive notification of low inventory levels and manage cost centers in real time.

RESULT

Both the company's warehouse manager and senior marketing manager are thrilled with the new online ordering portal, which integrates into their company extranet. We have helped them decrease the amount of time spent on inventory management and fulfillment by 90 percent.

In addition, this solution has also freed up over 600 square feet of valuable production floor space. Most importantly, the marketing coordinator can now concentrate on other areas of responsibility that are more beneficial to the company's growth.

If you're ready to centralize ordering online, streamline workflow, control brand integrity and increase productivity, make an appointment with PIP today!



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