



Design Group Australia Greets New Card Sales with Pepperi



Company
Design Group

Industry
Home & Gift

Geography
APAC



In an increasingly digital world, the value of a handwritten greeting card is priceless. Millions of people around the world experience the unforgettable excitement that comes with receiving a card in the mail, opening the envelope, and holding and reading a greeting card. Their ability to evoke various senses through handwritten words creates powerful memory and attachment to the past.

To help transform moments into memories for millions of Australians, Design Group Australia embarked on a massive B2B omni-channel sales operations upgrade with Pepperi.

The Challenges

- 🕒 Create a consistent buying experience across multiple sales channels
- 🕒 Save costs serving remote customers
- 🕒 Eliminate inefficient time-consuming order taking
- 🕒 Match online catalogue images with data
- 🕒 Seamless integration with SAP



18,000
SKU'S



5000
CUSTOMERS



48
FIELD SALES TEAM



50+
INDIVIDUAL RANGE
CATALOGUES



Tunjay Tknaz, National Sales Manager
Design Group Australia



We knew that our reps could serve 14% more customers with Pepperi vs our legacy system, but the B2B eCommerce portal is a real game-changer and has added another dimension to the business. The digital catalog, with its interactive search capabilities, has made product discoverability a breeze and 45% of these incremental orders are coming from new lines that hadn't been sold to these customers.

With a third of their customers operating in regional areas, Design Group Australia sought to minimize travel-related costs and improve time-efficiency for their sales teams by replacing their existing B2B self-service solution that did not integrate with their SAP ERP. In addition, Design Group was managing separate software for their B2B eCommerce and their field sales activities.

Using an alternative, purely 'scan and data' mobile ordering app had a negative impact on Design Group's customers. Spending hours going through more than 50 catalogues just to scan the required SKUs made the order-taking process extremely inefficient and significantly reduced the sales reps' ability to drive more sales.

Being a catalogue-based company, Design Group Australia required a solution that would match catalogue images with their backend data and relieve reps from carrying around heavy printed catalogues.

The Solution

- 🕒 B2B e-Commerce for remote customers
- 🕒 Trade promotions module
- 🕒 Mobile order-taking app for sales reps
- 🕒 Seamless SAP integration



Since introducing B2B eCommerce to just 6% of our customers, and after one full quarter, it has instantly become our number one sales channel. We've increased revenues by 6% and anticipate additional revenue of over \$1 million in incremental sales from the B2B portal by the end of the year.

Pepperi's B2B eCommerce portal delivers a more convenient ordering experience for customers - with orders arriving in the warehouse which can be instantly processed, packed & shipped.

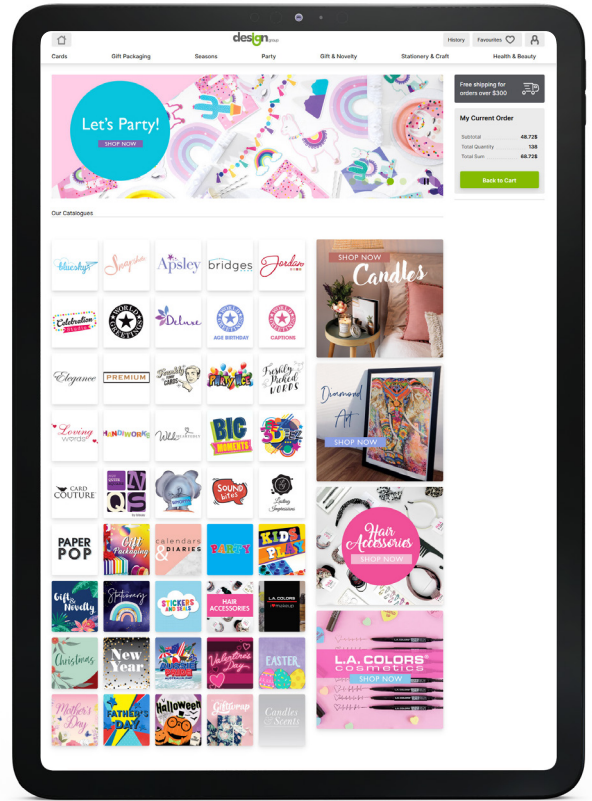
Tunjay Tknaz, National Sales Manager
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After a rigorous vendor evaluation process, Design Group Australia selected Pepperi's omnichannel B2B sales platform to upgrade its B2B sales operations. Pepperi deployed its all-in-one solution that includes a B2B e-Commerce web storefront, mobile order taking app for sales reps, and seamless two-way integration with Design's Group SAP ERP.

Pepperi allows Design Group Australia to do much more and with less effort, while growing their business:

- Retail customers can place orders via the B2B e-Commerce storefront and benefit from the same visual experience as the cards stands they have within their store.
- The field sales team can now present customers with high-resolution images in a variety of views, from different angles and in various colors and settings
- Secure, bi-directional integration with Design's Groups SAP ERP allows for both B2B e-Commerce and reps' activities to sync automatically with Design's Group back office. It provides easy access to business data on and offline, including sales history, product data, images, pricing, inventory, physical stock in the warehouse or shipping status.
- Personalized pop-up promotions can easily be created using retailers' performance rankings



The Results



ONLY 6% OF CUSTOMERS USING B2B ECOMMERCE PORTAL INCREASED REVENUES BY ALMOST 6% OVER ONE QUARTER



PRODUCT DISCOVERABILITY IS NOW A BREEZE. 45% OF ORDERS COMING FROM NEW LINES



DAILY CUSTOMERS SERVED BY SALES REPS INCREASED FROM 3 TO 4.3



REDUCTION IN BACK-OFFICE SUPPORT CALLS FOR MANUAL ORDER PLACEMENTS FROM 3 PER TRANSACTION TO 0.5



SAVINGS ON PRINTED CATALOGUES YEARLY +\$100K NOT INCLUDING MAN HOURS IN PREPARATION

