



HANDSHAKE



CASE STUDY

Winning Back Inactive Customers with B2B eCommerce

How one brand encouraged dormant customers to start placing orders again with Handshake Direct.



Supplementing a mobile sales strategy with B2B eCommerce.

For more than ten years, Childsmart has been manufacturing and distributing a wide range of children's products to nearly a thousand major retailers and independent boutiques across Australia and New Zealand, working with global brands like Brio and Crocodile Creek. Over a year ago, Childsmart began arming their sales reps with Handshake's mobile order writing application, resulting in a 20% increase in average order value and greater overall efficiency in their order management process.

Recently, Childsmart decided to add Handshake Direct, a B2B eCommerce platform that allows customers to place orders online 24/7, to their existing Handshake mobile order writing solution. Since then, Handshake has made an even bigger impact on sales, even encouraging inactive customers to begin regularly placing orders.

The Decision to Adopt Handshake Direct

According to Childsmart's Inventory Manager Mary Licandro, the decision to use Handshake Direct was an easy one, especially since the company had already seen an increase in average order value with Handshake's mobile order writing solution.

One of the main reasons for adopting the Handshake Direct platform was the fact that due to geographical limitations, Childsmart's sales reps often could not see all of their customers in person. "Trying to get in front of every single customer just wasn't possible," says Licandro. "We can see some of our customers once a year, but for the rest of the year, they really needed a way to see all of our products and place orders efficiently."

The other reason was even simpler: customers were outright asking for a B2B eCommerce portal. "Customers have been asking for a way to place orders online for a long time," Licandro reports. "So after seeing our success with the Handshake app, it was a natural transition to also use Handshake's B2B portal."



“

It's impossible to get in front of every single store. One, because you want to focus on stores that are actually driving the volume of your business, and two, it's just such a large area to cover that not every store gets the attention it deserves.

”

Mary Licandro
Inventory Manager, Childsmart

Using Handshake to win back as many customers as possible.

Reviving Relationships with Dormant Customers

In the four months since rolling out Handshake Direct, Childsmart has not only seen 75% of their active customer base already placing orders online, they have also seen the return of many inactive customers.

“With Handshake Direct, we’re able to serve every single store...and I think that’s why a lot of our inactive customers--who probably hadn’t seen a sales rep in years--were able to come back so easily,” says Licandro.

Indeed, with an online ordering portal, Childsmart is able to present customers with their entire catalog in an easily navigable format, allowing them to browse and stumble upon new products. By leveraging the B2B eCommerce site as a marketing tool, Childsmart has also been able to highlight new products and get retailers to quickly take action on promotions.

“Previously, when we would do any sort of marketing campaign, we would send out an email blast and get a relatively low response...Now, the burden is not on the customer to get in touch with the sales rep. They have the control to just go to the site and place the order themselves,” says Licandro. As a result, many of the orders Childsmart has seen come through on Handshake Direct have actually been larger than the orders retailers were placing with reps.

Along with the rest of the Childsmart team, Licandro is looking forward to seeing many more customers return. “Our vision for utilizing Handshake is really to win as many customers back as possible,” she says.



*Within 2 months of adopting Handshake Direct, **75%** of Childsmart’s customers were placing orders online.*



“We were able to get sales from customers that hadn’t ordered from us in years.”

Mary Licandro
Inventory Manager,
Childsmart

An indispensable sales and marketing solution.

The Reaction from Customers

Childsmart found it surprisingly easy to encourage retailers to start placing orders online. According to Licandro, “The first thing we did was send customers an email saying, ‘We’re online now. You can place orders.’ And most of the feedback we got was, ‘Thank you! We’ve been waiting for this.’”

They also incentivized retailers by offering a 10% discount on orders placed via Direct during the first month after launch. “The majority of our customers currently using Direct signed up within a week of that first email,” says Licandro.

The feedback from customers since the launch has been overwhelmingly positive. Not only have customers finally gotten what they’ve been asking for, they are also finding it very easy to use the new portal. This played a huge role in encouraging dormant customers to re-engage with the brand. Since launching in July 2015, Childsmart has found that 33% of the accounts now ordering online had been previously inactive.

Within just a few months, Handshake Direct has become an indispensable part of Childsmart’s overall sales and marketing strategy. According to Licandro, “We definitely couldn’t live without Direct at this point. And I think if we knew...how great our customers would be about adopting it, we would have done it much sooner.”

Do you want to know more about how Handshake Direct can help your business bring back inactive customers and make more sales? Contact us today.

Email: info@handshake.com
US Toll Free: +1 (855) 532-9044
International: +1 (646) 434-2553



“

We were a little bit nervous to present this new technology to our customers, but Handshake made the process so easy and simple, and our customers have really responded to that. I think that’s why Handshake Direct has been so successful for us.

”

Mary Licandro
Inventory Manager, Childsmart