



CASE STUDY

Scott Hawaii Expands Their Sales Reach with B2B eCommerce

Boutique footwear brand Scott Hawaii leverages Handshake Direct to save time, expand their reach, and put power directly into their buyers' hands.



Discovering the need for a whole new sales strategy.

Adapting and Evolving

Founded 84 years ago by Elmer and Jean Scott, Scott Hawaii is a boutique footwear brand with a storied past. Beginning as a manufacturer of sturdy boots for sugarcane and pineapple field workers, the company now produces casual footwear in the form of durable, comfortable flip flops that reflect Hawaii's laid-back, energetic lifestyle.

Today, the business is still in the hands of the Scott family, and they remain fiercely dedicated to the principles of quality and detail that have made Scott Hawaii a success. The brand is recognized throughout Hawaii and the South Pacific and continues to grow on the mainland.

The Case for Change

While Scott Hawaii has a tight-knit sales force on the islands, their mainland sales strategy was in dire need of change. The company relied largely on independent reps to cater to their sizeable account base outside of Hawaii, but for a company on a completely different timezone than their reps, this proved difficult.

"You're sending out samples, but you're not getting the attention you need. The next thing you know, that relationship is gone, and you have to look for another rep," explains Michael Scott, President of Scott Hawaii.

The company decided to change its strategy on the mainland in 2010, replacing independent reps with direct sales via phone and email.

This approach, however, presented its own set of problems. They would often receive ambiguous voicemails and emails from buyers, and the team had to make countless follow-up phone calls to confirm each order.



Michael Scott
President, Scott Hawaii

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In our experience, independent reps were always here today and gone tomorrow. Then, when we moved to direct sales by phone and email, we had to decipher cryptic messages from buyers, and all the follow-ups took up a lot of time.

In the end, our goal was to put the power in the buyer's hands.

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Handshake Direct: A B2B eCommerce portal for brands selling wholesale.

With a time difference up to five hours long, this back-and-forth communication could go on for days, slowing down cash flow for the business and forcing customers to wait longer for their products to be shipped.

Streamlining the Sales Process

As Scott found it increasingly unsustainable to rely on independent reps as well as the direct sales approach, he discovered the answer he was looking for in Handshake's B2B eCommerce platform, Handshake Direct. "We tested it out, and it was exactly what we needed," he says.

With Handshake Direct, Scott Hawaii was able to upload their product catalog into Handshake and set up a customized B2B eCommerce portal for retailers to log in and place orders at their convenience.

They were able to set customized discount pricing and payment terms for each account, giving each buyer a customized view of Scott Hawaii's catalog. Handshake Direct can also be integrated with an ERP system, eliminating the need for data entry and cutting down order processing costs.

Making the Transition

In addition to cutting costs and boosting efficiency, Scott Hawaii has effectively responded to B2B buyers' growing demand for eCommerce channels. A recent Forrester study found that 75% of B2B buyers surveyed would buy again from a supplier with good B2B omni-channel capabilities.¹

While some buyers had already grown used to old, inefficient process over the course of many years with paper and fax machines, it was all smooth sailing once they were familiarized with this newly convenient way of placing orders.

Handshake Direct: FAQs

Q What is Handshake Direct?

A It's a B2B eCommerce portal that empowers retail buyers to order your products online at their convenience.

Q How does Handshake Direct work with Handshake's mobile order writing app?

A Handshake Direct integrates the data from your Handshake mobile account. Once this feature is activated, you'll have an online store, ready to receive orders from your customers.

Q Why do I need a B2B eCommerce portal?

A Brands that adopt B2B eCommerce see the following impacts on their business:

- Increased sales due to 24 availability for customers
- Higher customer retention rates
- More strategic use of staff resources
- Lower costs and improved efficiency

Plus, research shows that buyers are willing to pay up to 30% more for a superior experience.²

The modern experience buyers are looking for.

“It’s working really well,” says Scott. “So far, everyone has said nothing but good things about it.”

For Scott Hawaii, there are no more long email threads and miscommunication problems. Their mainland sales strategy is more streamlined than ever, and their customers are much happier for it.

Whether you’re looking to expand beyond the reach of your current sales channels or want to supplement them with a B2B eCommerce portal, Handshake Direct is a simple, robust application that will help you provide the modern experience you and your buyers need to do business in the 21st Century.

To learn more about how your business can use Handshake Direct to gain an edge over your competitors, contact us today.

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THE BUYER RESPONSE

“It is the easiest B2B site I’ve used thus far, no instructions needed, user friendly. It has all the qualities of what I would call ‘ridiculously awesome!’ It’s not often when you can roll something out like this that doesn’t require additional manpower or technical support.”

- Scott Hawaii Customer

¹“Building the B2B Omni-channel Commerce Platform of the Future,” Forrester, <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-Building-Omni-Channel-Commerce-Platform-Future.pdf>

²“Global Survey: B2B Is the New B2C,” Avanade, http://www.avanade.com/~/_media/documents/research%20and%20isights/the-new-customer-journey-global-study.pdf