

CASE STUDY

Rifle Paper Co. and Handshake

Align on Design

Leading stationery brand Rifle Paper Co. uses Handshake to strengthen their customer experience through design, speed, and efficiency.



A shared commitment to quality, design, and function.

Becoming a Market Leader

Over just five short years, Rifle Paper Co. has quickly become a leader in the paper goods, stationery, and gift space. After launching their wholesale business in May 2010, the company is already selling their whimsical designs around the world, and their long list of customers includes giants like Paper Source and Anthropologie, as well as independent retailers.

Rifle Paper Co. is thoroughly committed to both the design and quality of their products--a commitment that remains key to their success.

The Need for a Solution

With Rifle Paper Co.'s growing popularity came larger product lines, more traffic at trade shows, and increased order volume. In addition to the sales taking place through their field teams, the company attends three major trade shows each year.

For years, they'd been exhibiting at these shows with paper order forms, and though their passion is paper, those carbon paper forms fell short on design and function. Elizabeth Sloan, Rifle Paper Co.'s Director of Accounts, explains the paradox like this: "That pink copy at the bottom was supposed to be the customer receipt, but it was always illegible!"

Indeed, the company's biggest pain point was not being able to process their mass of trade show orders until the team returned to their offices in Winter Park, Florida. "It would be hundreds of orders that we had to re-enter in one wave, and it could take up to two weeks," says Sloan.

They knew that they had to create a better experience for both their customers and their team.

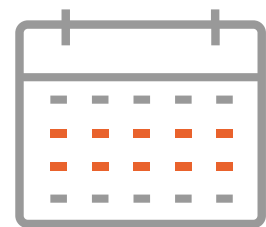


Elizabeth Sloan

Director of Accounts

"We were shocked when we didn't see people waiting around in the booth to place orders, and actually wondered whether it was just a slow show. But it turned out to be because we really were working faster. We pulled up the daily sales reports, and found out that we'd had our biggest show ever."

Before Handshake



2 WEEKS

Were spent manually entering hundreds of orders after each trade show.

Rifle Paper Co. makes Handshake their own with custom branding options.

Staying Focused on Design

As a company founded on great design, with a unique aesthetic all their own, it was important to Rifle Paper Co. that their customer-facing software solution had two things:

1. A clean user interface
2. Brand customization options

Through a fellow stationery manufacturer and friend, they found Handshake's order entry software. "Compared to the other apps we test-drove, we felt Handshake was the easiest to navigate. The other ones we looked at weren't as focused on design," says Sloan.

"Handshake also offered a lot of options with regards to adjusting the look and feel of the order receipts being emailed to our customers. We wanted the app to match what they were used to seeing from us. We wanted to keep everything consistent."

Handshake's Impact

After getting started with Handshake, Rifle Paper Co. has been able to maximize their effectiveness on several fronts:

1. Brand Consistency:

It was important to Rifle Paper Co. that their customer-facing software solution be consistent with the overall look and feel of their brand. With Handshake's off-the-shelf custom branding options, Rifle Paper Co. is able to maintain a consistent brand experience without the cost, time, or hassle of developing a custom application.

2. Speed:

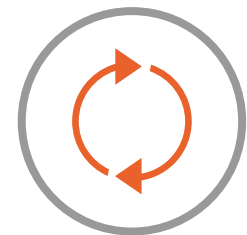
With their products, customer information, and order writing interface all within Handshake, their sales team can place orders much more quickly and efficiently. While in the past, they often had



Elizabeth Sloan
Director of Accounts

"Customers were really excited about Handshake. In the past, they didn't have a clear record of what they ordered until we were able to send them an email a week and a half after the show. Now, they can immediately receive that email, and they have visuals to remind them what they ordered. That's huge for our customers."

With Handshake



Orders written at trade shows are now instantly synced with Rifle Paper Co.'s back office.

From pink carbon paper to a modern, seamless customer experience.

buyers lining up outside their booth to place orders, they can now meet with more customers without losing business to queuing.

3. Follow-up:

Customers have gone from receiving a faded, unreadable pink carbon copy receipt to receiving an immediate email copy of their order. Buyers have commented on how much they love being able to see thumbnail images of each item, rather than just a SKU and description—a huge customer experience improvement.

4. Reporting:

Rifle Paper Co. now uses Handshake's order entry software to automatically pull up their total sales, top selling items, and other helpful reports to gauge the success of each trade show. These reports give their team strategic insights that ultimately translate to smarter business decisions.

If great user interface design and flexible customization options are also important to your brand's sales order management software choice, contact us today.

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

The Top 5 Reasons Rifle Paper Co. loves Handshake

1. No more manual order entry
2. Customization options
3. Sleek, detailed order confirmation emails
4. Strategic insights from sales performance reports
5. Seeing more customers at trade shows