

BackJoy's reps needed quick access to images, product details, and brand collateral.

BackJoy is a global health and wellness company designing and manufacturing innovative products that enhance posture and relieve back pain.

Available in major chain stores like Walgreens, Target, and Bed Bath & Beyond, as well as independent pharmacies, footwear stores, and other independent retailers around the world, BackJoy's products help the world sit, stand, sleep, and move better.

To spread the word about their products to the people who need them, BackJoy prioritizes product education, seeking to inform both retailers and, by extension, end consumers.

According to Director of Brand Marketing Mike MacKay, however, the brand was having trouble getting reps the information they needed to sell effectively. Ultimately, BackJoy decided to invest in Handshake, a mobile order writing solution that would not only allow reps to easily access content, but also write orders digitally and streamline order processing.

A Disjointed Sales Process

Whether on the road visiting retailers or selling at industry trade shows like Medtrade, BackJoy's sales reps required fast access to the brand's high resolution images, product details, and pricing, as well as product training videos and other important brand collateral.

To make product demos and the overall sales process easier for reps, BackJoy decided to invest in iPads, allowing reps to add product images to their iPad photo libraries, videos to their iTunes libraries, and making product information available via a file sharing app.

BackJoy



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The sales and demo process was really difficult when reps would have to dig through their image library and the file sharing app just to find the files they needed. Our goal was to allow reps to have everything in one platform, so that they could sell, do demos, and place orders from one place.

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Mike MacKay
Director of Brand Marketing,
BackJoy

Handshake gives reps faster content access and empowers BackJoy with greater control over that content.

BackJoy experienced several problems with this approach, however:

1. Because reps had to pull information from disparate sources on their iPads, including their photo libraries, file sharing app, and other applications, it was almost impossible to navigate quickly and easily between product images, descriptions, and other marketing materials.
2. BackJoy was unable to standardize the content and information available on rep's iPads. The only real control they had was over what was available in their online file sharing platform, but they couldn't ensure cohesive brand messaging during the sales process.
3. Despite the fact that they had iPads with them in sales appointments, reps still had to write orders manually on paper.

Handshake: One Cohesive Content, Sales, and Ordering Platform

To give reps access to all the content they needed, take greater control over that content, and streamline the order writing process, BackJoy decided to invest in Handshake, a mobile order writing solution that includes a digital product catalog with high-resolution images, product descriptions, and inventory information, as well as access to customer order history and contact info.

“Reps have our complete catalog on hand, and they don't have to waste time looking for things in our old asset management library or ask our marketing team for materials. It's all there,” says MacKay. “This way, they can concentrate on demos, training, and cross-selling other products.”

The Challenges



1. Reps had difficulty accessing content.



2. BackJoy couldn't ensure cohesive messaging.



3. Orders were being written and submitted manually.

Orders are written digitally, eliminating the need for data entry.

With Handshake, BackJoy's reps also have access to a digital order writing interface, allowing them to quickly add products to an order as they're presenting them to customers. "It's a much more seamless way of doing things," says MacKay. "And we have more control over what the sales process looks like."

Streamlining Order Writing & Processing

According to MacKay, "Our other main goal with Handshake was to streamline how orders were coming in and out of the manual entry process as much as possible." Indeed, BackJoy's funnel of incoming orders was once very scattered. Orders would come in from sales reps via phone, fax, or email (scans, Excel spreadsheets, etc.). A data entry team was then required to manually enter orders into back office systems for processing, causing occasional errors from typos and poor handwriting.

Because sales reps are now able to write orders digitally within the Handshake app, those orders can then be instantly synced with back office systems, preventing errors and delays in the submission process. This has also freed up resources in the back office. "Now that orders can be written on mobile devices, we can concentrate less on data entry and more on processing those orders quickly," says MacKay.

Want to know more about how Handshake can help your business improve sales efficiency and effectiveness while streamlining order processing? Contact us today.

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Handshake's Impact



1. Reps concentrate less on searching for content, and more on demos and cross-selling.



2. Back office staff concentrate less on data entry, and more on faster order processing.