



WHITE PAPER

Bugaboo & Handshake give account managers freedom to move with order entry software



Handshake and Bugaboo align on slick design, innovation and freedom of movement

Bugaboo is a mobility company with the mission of inspiring everyone on the move. The company was founded in the Netherlands in 1999, and employs approximately 1000 passionate people. Its products are available in more than 50 countries worldwide.

Headquartered in Amsterdam, Bugaboo sells to boutique children's retail stores, select department stores and participates in key Baby and Kids focused tradeshows like the annual ABC Kids show. As Bugaboo continues to lead the industry in innovative product design - delivering its premium brand experience to its retailers and consumers also means enabling the mobility and efficiency of its sales team.

Handshake helps Bugaboo account managers raise the bar on what customers expect from a customer appointment with order entry software. Bugaboo America's Director of Operations, Jason Sharpe says: *"Account managers can pinch to zoom for close ups of key stroller features and fabric designs, and the order confirmations received by customers via email have clickable images so the customer can see exactly what they ordered."*

Handshake's order entry software also supports age-based sizes and multiple color ways for each item. Users also enjoy access to real-time, easy to navigate sales reporting across their mobile devices.

Not only do they sell their standard stock, account managers also log orders for promotional materials like point-of-sale displays, leave-behinds and other collateral that supports their retail partners. Using Handshake drives great levels of operational efficiency for Bugaboo: *"Handshake delivers sales order automation that greatly benefits our customers, sales and operations teams. The user experience is superb all the way around. This company gets it."*



Jason Sharpe

Director of Operations, Bugaboo Americas

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Top 5 Reasons Bugaboo Love Handshake

1. Purpose-built for a distributed sales force
2. Simple intuitive interface, no training required.
3. Shorter time to fulfillment
4. A modern customer experience
5. Real-time sales feedback and reporting from shows and road sales teams

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Speaking from Toy Fair near Handshake's HQ in New York, CEO Glen Coates said Bugaboo's experiences align closely with those of other brands in the industry:

"One of the things account managers and sales managers love most about Handshake is the speed with which orders are synched back to the website. Customers service teams back at the office are able to receive orders almost instantly, speeding fulfillment times, reducing the length of the cancellation window, improving speed-to-customer and ultimately improving cash flow".

Now the America's is taken care of, Bugaboo's team is looking to expand their use of Handshake's order entry software into European markets. Handshake is currently available in English, Dutch, Spanish, German, French, Italian and Portuguese.

If you sell into the baby and kids or toy industry, contact the Handshake team today to learn how we help your team sell more and streamline your operations.

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