



CASE STUDY

Keeping Customers Happier with Mobile Order Writing Software

How candy distributor Vegas Image uses Handshake to provide top-notch customer service.



Great customer service is crucial, but manual processes present major challenges.

Vegas Image has been a full-service candy distributor in operation for over 20 years, distributing 15 brands like Godiva and Hawaiian Host to top casinos and gift shops on the Las Vegas strip. They also have their own line of Vegas-themed novelty candies--everything from gummy dice to chocolate poker chips and playing cards.

After years of doing business on paper, Vegas Image decided in 2011 to invest in Handshake's mobile order writing software, allowing them to distribute their fast-moving goods to customers more efficiently.

The Key to Success

For Vegas Image, the ultimate key to a successful candy distribution business is simple: keeping customers happy. According to General Manager Adam Sweeting, "It's all about having the products that they need when they need them and keeping their shelves fully stocked."

Of course, Vegas Image has a somewhat unique situation when it comes to wholesale distribution. All of their customers are packed onto one street, which makes providing incredible customer service a huge priority. "The fact that we're here locally means that if our customers need something, we can usually get it to them that same day," says Sweeting.

Despite their remarkably compact sales territory, however, distributing their products using paper processes was easier said than done. Vegas Image's sales reps visit their customers twice each week, and because they sell to a wide variety of retailers--each with their own unique needs--they were actually producing customized order forms for each of their retailers despite how cumbersome it was to deal with that much paper.

Because each retailer pre-approves a set of products from a list of over 500 Vegas Image SKUs, individual order forms were printed for



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Adam Sweeting
General Manager, Vegas Image

Handshake's flexible features can adapt to any workflow.

each customer to tailor their experience and prevent reps from selling the wrong items. “Each store often has a different theme. For example, in a children’s store, they’ll be ordering kid’s candy rather than the higher end Godiva items,” says Sweeting.

Another huge issue was the immense amount of time spent on data entry. “Once the orders came in, someone in the office would have to sit there and enter codes and quantities for 60 to 80 stores. It was a great deal of time, and a lot of paper,” Sweeting reports. Something had to change.

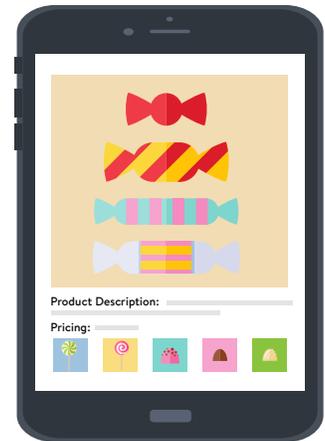
Life with Handshake

Today, Vegas Image’s sales process looks quite different. Sales reps are still visiting stores twice every week to take reorders, merchandise products, and address any customer needs, but they are no longer carrying clipboards and paper order forms.

Sales reps are now armed with Handshake, and their entire product catalog is available on their iPads and iPhones. In the back office, orders can now be exported from Handshake and then imported directly into their accounting system, Sage 50.

Handshake’s flexible features were able to quickly adapt to Vegas Image’s workflow. Because Handshake is able to accommodate an unlimited number of “Ship-to” addresses, Vegas Image can sell directly to a variety of locations under one customer—several stores owned by MGM Resorts International, for instance.

Specific catalog controls also ensure that retailers can see their own individualized catalogs and only order approved products. This kind of attention to detail—coupled with the speed with which sales reps are now able to go through a store visit—have helped Vegas Image meet their goal of keeping customers happy.



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Efficient sales order management saves both time and money.

A Visible Return on Investment

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Indeed, Vegas Image has been able to speed up sales appointments, massively cut back on data entry hours, and get orders into their back office system faster, in addition to dramatically reducing paper usage. Sweeting sums it all up well. “The biggest return on investment has been the time savings, which directly translates to cost savings.”

Want to learn more about how Handshake can help you keep your customers happier? Contact us today.

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