

How BundleB2B is Transforming B2B eCommerce

KEY FEATURES

Custom Catalogs and Pricing

Corporate Account Management

Sales Representative Masquerade

CHALLENGE

Meet Pacific Gate Works (PGW), a B2B manufacturer building custom wood entry gates for homes and driveways. More specifically, their gates are top of the line, and constructed from clear grade, kiln dried Western Red Cedar - one of the highest quality woods available on the market.

Since their incorporation in 2003, PGW faced challenges very common to the B2B marketplace. They sold their products primarily through phone orders, and were slowed down by an excruciatingly old-fashioned manual process. Their business strategy centered on a long term B2B sales channel approach, but bottlenecking limited their overall growth potential. PGW knew if they wanted to differentiate themselves from the competition, they would need to streamline their processes. Moreover, they needed to give their sales reps a more efficient toolset to better handle their incoming order demand.



SOLUTION

In order to optimize operations and improve overall productivity, Tom Ellington, CEO of Pacific Gate Works, sought out an end-to-end solution with a minimal investment. Zeroing in on BundleB2B was effortless, as it could fill the major gaps in PGW's manual processes: automated billing, client account management and sales rep enablement. With a fresh new outlook, Ellington can maintain peace of mind while running his business more efficiently. One of PGW's favorite tools is the sales rep masquerade. For them, it is the KEY feature that differentiates them in their competitive space.

PGW relies heavily on its inside sales reps for insight into both their market and their dealers. Lack of immediacy is a growing point of friction for customers, but with BundleB2B, sales reps can easily access their client's customized assigned catalogs and other relevant information in real time. When there is a chance to capture a sale, the sooner a business can fulfill their customer's need, the higher the sale conversion potential will be. Or, as Ellington puts it, "the sales tools help us stay ahead of a competitor that isn't as efficient. That's our competitive advantage."

RESULT

Clearly the sales and order streamlining tools are working. They've made some aggressive moves this year including adding BundleB2B as a core foundation to their business processes and are projecting 10-20% growth in revenue this year. With manual processes converted, PGW has the potential it needs to dominate their market.

"I view [BundleB2B] as a tool that will allow us to scale up our business while keeping our overhead down... Before using Bundle, Pacific Gate Works ran a very traditional process for order processing, account management and other daily tasks. A dealer would contact us for pricing, then we send them an email with pricing, they send us a purchase order to place the order, and then we can take that pricing and put in a purchase order within their system, print out the purchase order and then fax or email us back the purchase order—it was much more time intensive, not very sophisticated, and susceptible to errors. Now that we have BundleB2B in place, everything has become streamlined. We move so much faster."

—Tom Ellington, CEO of Pacific Gate Works



Projected Growth Revenue

"[BundleB2B's] sales tools help us stay ahead of a competitor that isn't as efficient. That's our competitive advantage."



Most Valuable BundleB2B Feature