

CUSTOMER RELATIONSHIP CASE STUDY

CLIENT: Telecommunications Firm

eCommerce Solutions | Print Solutions | Promotional Products | Kitting & Fulfillment
Marketing Solutions | Other Solutions



SITUATION

A telecommunications firm was experiencing decentralized purchasing amongst their marketing departments, and while a customer of ASB for several years, the eCommerce solutions implemented were not always being utilized. Internal communication varied greatly between the different departments, with each not necessarily knowing what the other was doing. This led to fragmented sales for the ASB sales associate who was servicing the customer, along with slow-moving and obsolete inventory for the customer.



SOLUTION

The ASB sales associate met with the customer to review past business and learn more about their needs which led to insight in purchasing patterns and opportunities for business growth. ASB was able to build and implement eCommerce solutions for (1) a new customer client recognition program and (2) a group buy program for a limited-time employee ordering event. To help quickly deplete obsolete inventory, ASB ran special offers as part of the customer's eCommerce offering. In addition, by meeting with the customer, ASB learned of their goal to integrate with Coupa, their procurement software. ASB supports purchasing network integrations for ordering and invoicing and completed the testing and implementation of this solution to help streamline the customer's procurement process.



SUCCESS

Meeting with the customer and reviewing their history and trends allowed the ASB sales associate to strengthen their relationship, grow business, streamline solutions and increase collaboration. Ongoing and regular customer meetings will ensure that ASB can continue supporting and meeting the customer's strategic needs. Additionally, by completing the Coupa purchasing network integration, ASB became the customer's preferred partner and is entrenched in their everyday procurement operations.