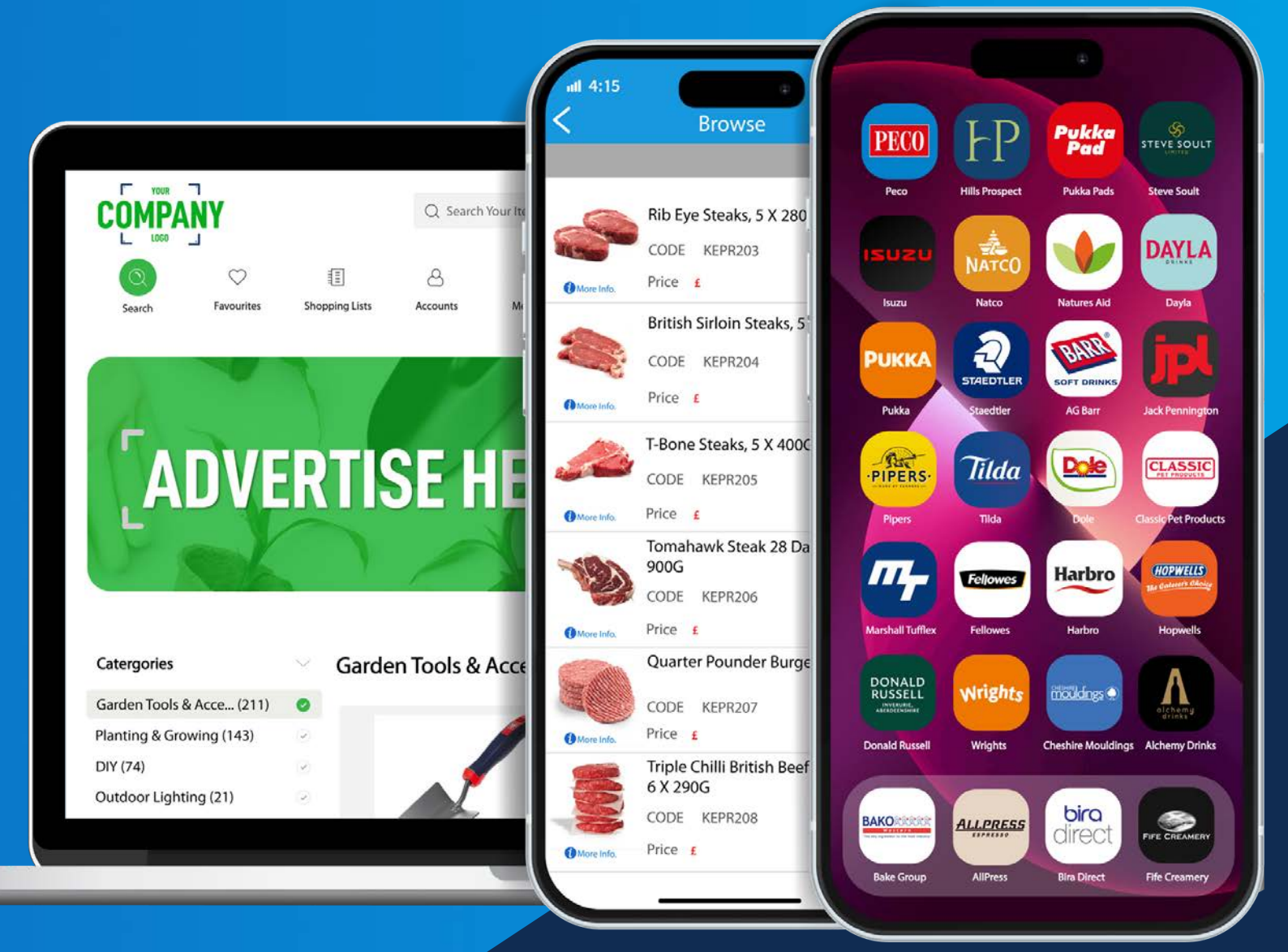
INTSYS

SwiftCloud

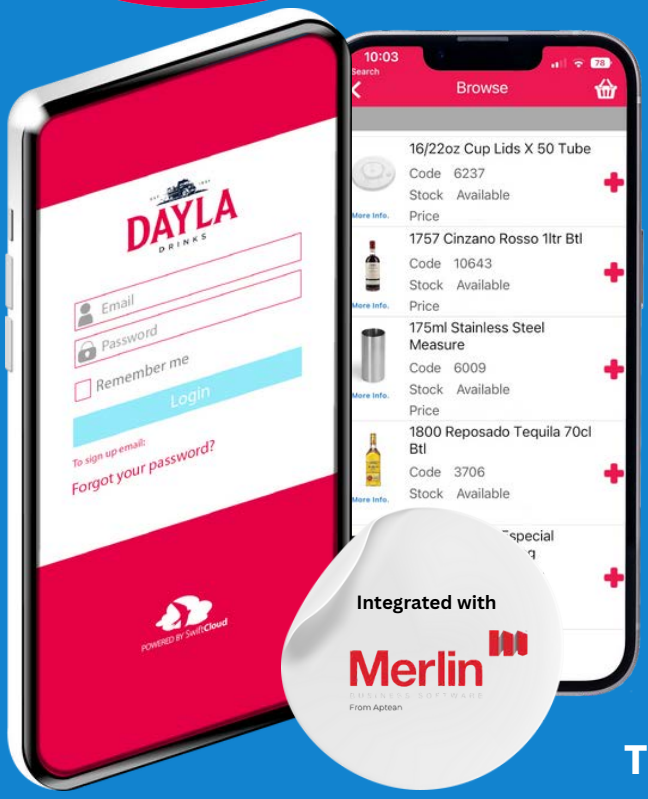
Case Studies



Dayla Drinks

DAYLA DRINKS

Dayla Drinks are a leading soft drinks distributor specialising in On-Trade business. In recent years they have become a leading name in the wholesale drinks world, with more than 3000 products and almost 100 staff members.



The Problem

Dayla, as a company are experiencing very strong growth and as a result have found the volume of incoming orders become a challenge. Traditionally they have taken a relaxed approach to late orders or unusual orders, as well as orders placed by voicemail and email.

Although their specialist telesales team were able to handle the increase in phone orders, orders placed after cut-off times or when the office was not manned were having a knock on effect on the efficiency of the transport fleet.

There was also a rush to get through to their order team mid afternoon which saw some customers experience difficulty making contact – and Dayla's telesales team having to work at a speed which saw them unable to devote time to individual customers.

The Solution

SwiftCloud was the perfect solution to help Dayla combat these issues as it offered them an eCommerce system which allowed their customers to place orders after the cut off. SwiftCloud also ensured that customers who were using difficult methods of ordering such as voicemails and emails now had a new straightforward way of ordering. Not only was this great for Dayla but it was great for their customers too.

SwiftCloud Success

Since implementing SwiftCloud, Dayla have reaped the rewards of introducing a B2B eCommerce platform. The elimination of difficult voice message orders and complicated email orders have seen a reduction in input errors. The Dayla telesales team also have more time in place to deal with queries and requests – and importantly, can upsell offers put in place by brand owners.

The reduction in order processing time is invaluable as David Gerrard, Dayla's Online Projects Manager describes "In terms of order processing time – take May 2023 – 1,833 orders came in through the App. If each order would have taken a telesales operator 6 minutes to input explain, check, confirm and send, then 184 valuable, expert person-hours has been regained by the company to use on customer service and profitable upselling. This can mean happier suppliers as well."

Finally, Dayla have also increased their basket size with orders placed through SwiftCloud 41% higher in value than the average for all orders taken.

Case Study provided by David Gerrard, Online Projects Manager

CQS

SwiftCloud

Continental Quattro Stagioni (CQS) is a leading importer, agent, and distributor of over 1,500 speciality Italian and Continental foods, wines, liqueurs and spirits.



The Problem

Prior to introducing SwiftCloud, CQS handled their orders using traditional methods which would result in a high rate of errors. “We handled approximately 95% of our orders manually, resulting in our telesales team being occupied with phone calls throughout the day. Consequently, error rates were higher due to occasional over-capacity situations.

When customers expressed interest in viewing our products, we had to arrange for a salesperson to meet them or send a presenter providing information about our SKUs.”

The Solution

The introduction of SwiftCloud was a perfect counter measure to resolve the high error rates CQS were experiencing within their previous ordering process. “The implementation has significantly streamlined the ordering process by greatly reducing the need for manual inputting of orders, which previously resulted in instances of input errors. When a customer submits an order through the app, it seamlessly integrates into our system, requiring us only to monitor for any out-of-stock SKUs, which are automatically flagged in a separate report.”

SwiftCloud Success

The implementation of SwiftCloud within the business has also resulted in CQS enhancing their relationship with customers. "The utilisation of the CQS app has enhanced our customer relationships by empowering them to have greater control over the ordering process. In the event of any errors, it is now more evident where the mistake originated. Additionally, customers have the flexibility to place orders anytime and from anywhere, without being confined to our office's opening hours.”

> **"We've observed a rise in sales value from customers who utilise the app for placing orders."**

Not only have CQS seen a decrease in input errors since implementing SwiftCloud but it has also improved other aspects of the ordering process. “We've observed a rise in sales value from customers who utilise the app for placing orders. With access to our complete product range, they can include SKUs in their basket that they might have overlooked if ordering via phone or email. Moreover, having a shopping list to reference makes it less probable for them to overlook items they might have missed in the past when placing orders.”

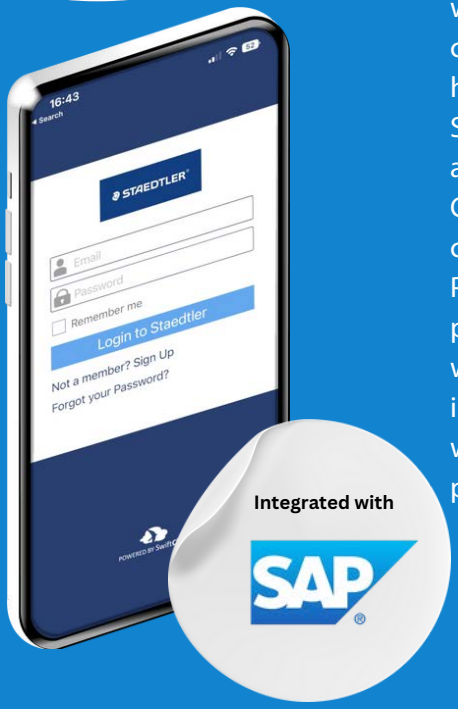
Case Study provided by Irfan Liaquat, Sales Analyst and IT support

Staedtler

SwiftCloud

Staedtler is one of the world's leading manufacturers of writing, colouring, and drawing instruments as well as premium quality polymer modelling clays.

The Problem



Prior to SwiftCloud, Staedtler UK were using an ordering system which was often time consuming for staff and did not necessarily give customers the opportunity to place orders themselves, instead, relying heavily on email or phone orders, and sales rep visits. "Before SwiftCloud our trade sales channel operated with manual order capture and order entry which was very time consuming for both Sales and Customer Service staff. Manual processes also led to errors resulting in credit notes and a less-than-perfect experience for the customer" recalls Philip Wesolowski, Managing Director of Staedtler UK. "All of our product information and promotions were also distributed manually when sales reps visited customers, this resulted in a delay in getting information out to our customers. Some of our customers would also wait for a visit from their sales rep to place an order, meaning they placed orders sporadically."

The Solution

Staedtler UK, especially being a house-hold name, needed to ensure that integrating with SwiftCloud would be a seamless operation. They also needed to ensure their new system was robust, had airtight security measures, and allowed complexed ordering configurations with 1000s of SKUs. "We've had fantastic levels of support from James, Aman and Gregg, with very quick response time on all communications and a great team to work with. We were amazed to get the app up and running within the original planned timeframe, given the complexity of the implementation and some of our own unique requirements." Furthermore, Staedtler UK were incredibly impressed with SwiftCloud's ongoing 24/7 technical support and guidance, continuing post-app launch via the Customer Success Team.

SwiftCloud Success

Through introducing their ordering app powered by SwiftCloud, Staedtler UK have digitised their customers ordering process completely and are reaping the rewards. With less manual intervention needed and more ordering freedom given to customers, the introduction of SwiftCloud has been a successful move for Staedtler UK. "The SwiftCloud app has given us better visibility and less manual intervention in the ordering process which has helped to increase the accuracy and frequency of customer orders."



Case Study provided by Philip Wesolowski, Managing Director

The 1810 Company

SwiftCloud

The 1810 Company are one the country's leading suppliers of kitchen, sinks, taps and accessories. Supplying innovative and contemporary European design in a wide range of standard and more unique size combinations.



The Problem

Prior to introducing SwiftCloud, The 1810 Company's ordering process was heavily reliant on manual input. Their order processing was labour intensive and often required the manual inputting of large amounts of data. The company looked towards a platform which would streamline the ordering process whilst simultaneously welcoming the complexities within the orders.

The Solution

SwiftCloud was the perfect solution, offering The 1810 Company a powerful branded B2B ordering system complete with a custom App and Web Portal. Allowing for a complete digital ordering catalogue available to their customers 24/7.

SwiftCloud has allowed for a 60% cut in overheads

David Salisbury, General Manager of The 1810 Company states "SwiftCloud has allowed us to be available for customers orders 24/7, we work in a fast paced industry where often people are quoting and ordering in an evening. By using SwiftCloud our customers are now able to have up to date pricing at their fingertips and place orders any time day or night." SwiftCloud has also enabled The 1810 Company to store all of their product information in one easily accessible hub, previously images and data were spread across different systems and folders making it difficult to supply customers with any required information quickly.

> **"The team at SwiftCloud have always been available to help, even replying to questions while on holiday. We have required some quite diverse solutions to help with our pricing structures and customers and they have always been able to offer a solution."**

SwiftCloud Success

It's safe to say that the introduction of SwiftCloud has been a success. With David adding, "SwiftCloud has allowed us to operate at a greater level of efficiency, as the inputting process has been streamlined we are able to spend more time evaluating the orders and improving our accuracy levels". Prior to using SwiftCloud, the company had five people processing orders, they now have two. Allowing the other three to develop and grow within the business.

Case Study provided by David Salisbury, General Manager

Wilds of Oldham

SwiftCloud

wilds
PREMIER DRINKS DISTRIBUTOR

Wilds of Oldham are a composite wholesaler who have over 25 years track record suppling to companies within 50 miles of our warehouse in Oldham.



The Problem

Before SwiftCloud, most of Wilds of Oldham's orders were placed via the phone. This relied on both the customer describing the correct products and Wild's staff manually inputting the order into their system. "Which not only took a lot longer to process orders, but also meant there was an increased risk of mistakes being made. Orders made overnight were previously left on the answer machine, customers raced through orders, meaning it often took several attempts to note down the order and then process it on our system afterwards."

> **"Let's make it clear, we are no app expert or tech wizards here at Wilds but having a contact the other side of the phone or email is invaluable to us!"**

The Solution

SwiftCloud was the perfect fit for Wilds as it gave them a much more streamlined and accurate way of wholesale ordering. With 24/7 ordering, Wilds staff now don't have to input orders manually and their customers don't have to race through their order on the phone, creating a more seamless experience across the board.

With promotions through the platform, it also gives customers a "clear view of the offers that Wilds are running without having to flick through a brochure."

SwiftCloud Success

The introduction of SwiftCloud has improved the overall ordering process of Wilds of Oldham. "Enhanced the speed in which orders get processed in our office as it takes a matter of seconds to print the order as opposed to a number of minutes over the phone, which sometimes for a busy bar could be very difficult. Accuracy on process the order is now 100% because the customers are receiving exactly what they ordered themselves through the app. "

"Now that the app has the ability to showcase our special offers, we have seen an increase in sales of these promotions and deals."

Case Study provided by Rachel Wild, Category Manager

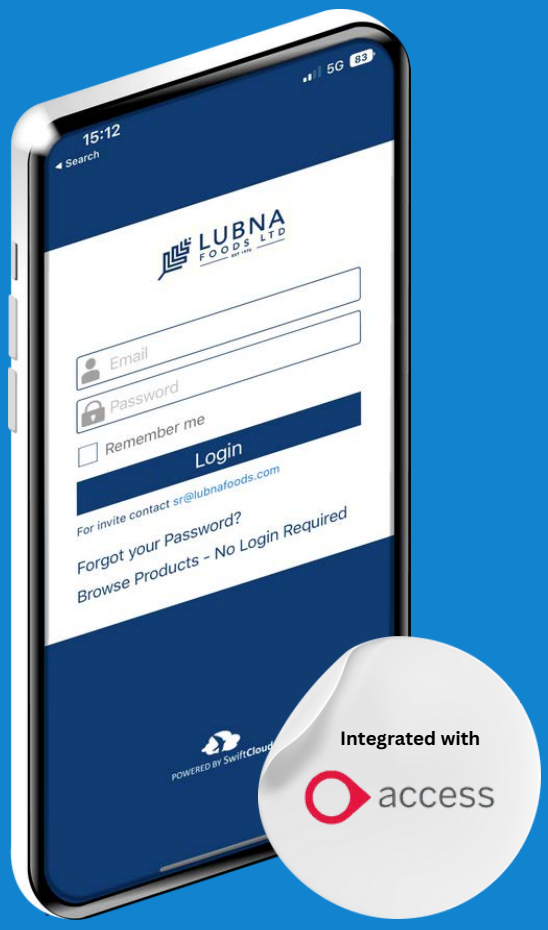
Lubna **Foods**

SwiftCloud

Lubna Foods Ltd, proprietor of the Supreme brand, provides a complete service in the bulk distribution of leading branded food products. Supreme supplies food ingredients which cater for clients, from small retailers to the expansive wholesalers.

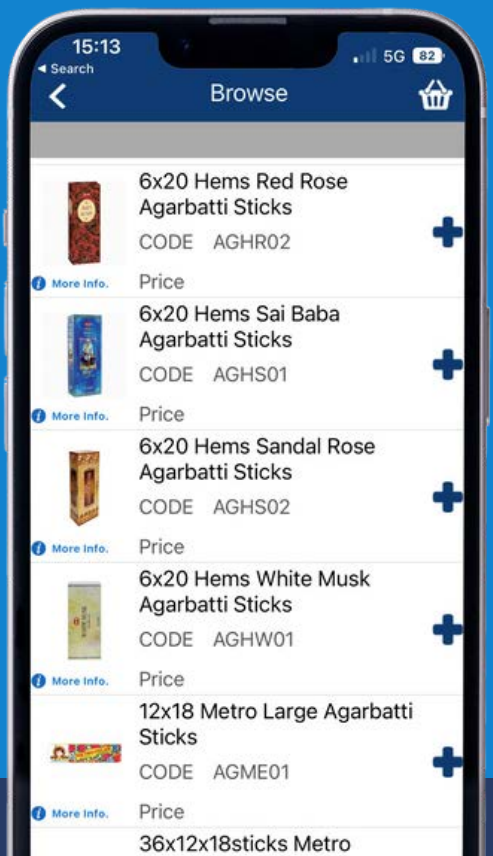
The Problem

Lubna Food were looking for an app which allowed their sales reps to place orders easily and efficiently. They were already using an app called Handshake, which is based in the US, but were looking for a technology supplier a little closer to home, so if they had an issue, it could be resolved straight away, instead of waiting for prolonged periods of time for a resolution."



The Solution

Lubna Foods decided to begin by allowing their sales reps to use the Sales Manager App function to place trade customer orders, with plans to roll out the app to their trade customers in the near future. "When we signed up and started using the app, we discovered a few things that we wanted adjusting within the app to better meet the needs of our sales reps, SwiftCloud were happy to help! Overall SwiftCloud exceeded our expectations and we are incredibly happy with how the process has gone."



SwiftCloud Success

It's safe to say that Lubna Foods are fans of SwiftCloud. "With the app the Sales Reps can now take orders with ease, and we were able to put a limitation on the sales reps changing prices which is a great help. We also receive the orders in exactly the format we required, but mainly, allowing the prices to update automatically was the best update as on the previous app we were using, the process was incredibly long winded, I had to download the file, convert the text file to excel file and then upload it, which used to take about half an hour, now I have to just click on two buttons and its updated!"

Case Study provided by Shazad Razzaq, Sales Manager

Amato **Food Products**

SwiftCloud

Amato Products Ltd is a family run foodservice company based in Manchester City Centre. Amato Products Ltd not only supplies specialist Mediterranean and oriental products, but they also cater for all ingredients required for the catering industry.

The Problem



Before SwiftCloud, Amato Food found themselves in need of a new B2B eCommerce platform. The current ordering process could sometimes be error strewn, "The volume of orders was taking a lot of time, also there was a lot of room for errors on both sides, for example we could make an input error sometimes resulting in us having to do second deliveries."

There were also issues over the accuracy of the orders, "sometimes customers were not specific in what they were ordering, in some instances not specifying if they wanted large or small. For example, they they could order Mozzarella and not say if it was block, grated, balls, diced etc. This sort of thing could relate to many of our other products, we would then have to spend a lot of time either trying to contact them or looking through past orders."

The Solution

Through introducing SwiftCloud to their business, Amato Food were giving themselves an ordering system which would reduce errors and increase accuracy within the orders. This would mean that there would be no need for second deliveries and time wasted chasing up ambiguous orders.

SwiftCloud Success

SwiftCloud has changed the game for Amato Food, "SwiftCloud is saving us a lot of time as we no longer have to manually input orders, they come straight into our system, all we need to do is print it out. We have noticed a big improvement on errors and accuracy of products ordered." Feedback from their customers has also been great with customers being "very happy" with SwiftCloud. Amato Food have also seen an increase in customers buying new products, citing that "customers are finding products they didn't know we sold".



Case Study provided by Angela Wallwork, Account Manager

Roxor Group

SwiftCloud

ROXOR

Roxor are a renowned bathroom manufacturer and distributor, with a heritage of innovation and a wealth of experience supplying the leading names in bathrooms for over 35 years.

The Problem

Prior to SwiftCloud, the biggest challenge Roxor faced was that their contact centre was extremely busy. This was not just as a result of customers placing orders but also as a result of things such as stock checks, price enquiries and requests for technical information. This meant that a chunk of their staff was preoccupied dealing with customers when their resources could be of better use elsewhere in the business.



> "For customers that choose to place their orders via the app – their overall business levels have increased with us year on year."

The Solution

SwiftCloud was the perfect fit for Roxor, as not only did it give them a streamlined ordering platform but it also combatted the issues which had led to their busy contact centre. It gave their customers a chance to view stock availability information and technical information which could be found in PDF's. "Customer can now obtain product information for themselves with convenient data sheet downloads without the need to call out customer service or technical departments."

SwiftCloud Success

Through introducing SwiftCloud, Roxor completely enhanced their B2B sales process. It has "improved the speed and efficiency of order processing as orders come direct into our system without the need for any intervention." As well as improving speed and efficiency, SwiftCloud has also given Roxor customers an additional method of ordering. This is especially important for customers who wish to place orders out of hours with SwiftCloud offering 24/7 ordering, something which wasn't offered prior.



Case Study provided by Jon Walker, Head of Marketing

Wigan **Beer**

SwiftCloud

Successfully established for over 30 years, The Wigan Beer Company has an extensive customer base reaching every corner of North West, UK with their vast array of soft drinks, wines and beers.

> **"The support we have been given from our Implementation Consultant and Customer Success Manager has been super, with very fast response times and inciteful information about how are customers are interacting with the app and our growth within the software."**

The Problem

One of the most challenging aspects of Wigan Beer's B2B ordering process was manual order entry. With several ways of placing orders (Voicemail, email, phone call, via Sales Reps etc.) the time taken for each order to be processed was becoming a real difficulty for Wigan Beer, especially as they were experiencing growth as a business.

Wigan Beer were also keen to change their 'analogue' way of working, with less of a reliance on things such as physical prints and handwritten data.

Integrated with Merlin From Aptean

The Solution

SwiftCloud was the perfect solution for Wigan Beer as it offered a chance to digitalise their ordering process, giving them a more efficient way of operating and reducing the number of orders placed using time consuming methods such as voicemail and email.

Another reason why SwiftCloud was a great fit for Wigan Beer was the straightforward nature of the solution. "Despite having some users who may be less technically minded, the overall user-friendly nature of SwiftCloud has meant these customers have no issue."

Through SwiftCloud's Shopping List feature, Wigan Beer's customers are also able to cut down on time spent browsing the vast array of products. "Our customers have given us feedback that their favourite aspect of the app is the shopping list, as we deal with such large orders with a vast array of products in each order, searching for each item individually can be quite tiresome. The shopping list means that customers don't have to go searching for each individual item."

SwiftCloud Success

SwiftCloud has completely revolutionised the way Wigan Beer, operate business to business. With a much more accurate process, "the order accuracy has been massively improved as using SwiftCloud, slight human error has been removed as our orders come directly from our customers into our app/website straight into our order management system."

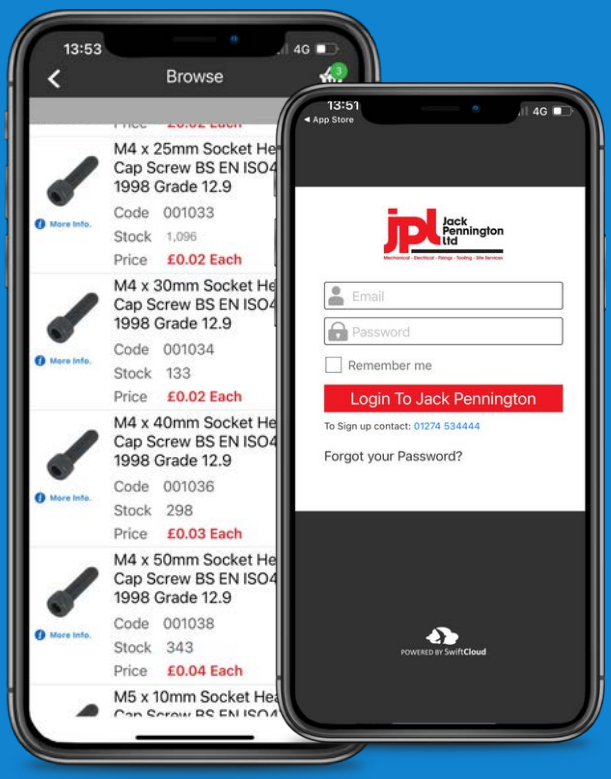
It has also improved sales with customers ordering products, "A big influx of sales have come through the app, in app purchases are up 18.7% on products that weren't previously ordered by customers."

Case Study provided by Jarrod Cross, Telesales/Admin

Jack Pennington

SwiftCloud

Jack Pennington is a premier wholesale distributor of electrical & mechanical accessories, fasteners and fixings, and tooling. Operating out of its Shipley and Bedford logistics centres, it delivers nationwide to the building services industry.



The Problem

Although JPL had a transactional website, it was not able to handle the complex pricing for their account customers. Therefore, they were not able to offer their accounts a method of placing orders online. The proposition from SwiftCloud seemed to match just what they were looking for, as a fast, low-risk route to give their customers the opportunity to view the range, current stock availability and their specific pricing, as well as to place orders.

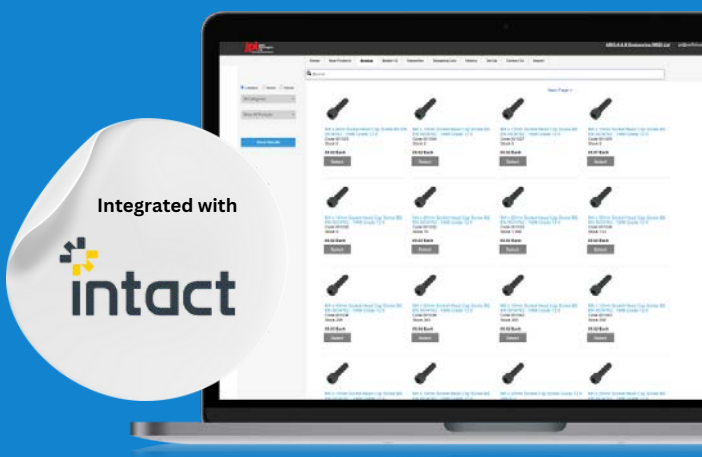
The Solution

The SwiftCloud App enabled JPL to give their customers a catalogue in their pocket! With many of them working on construction sites, having mobile access to their products and the availability of the items was seen as a huge benefit. Simon Mettrick, Operations Director at JPL states "from the initial consultation, throughout the implementation, and during our day-to-day dealing, I've always found the responsiveness, knowledge and willingness to help from SwiftCloud to be second to none. It has pretty much matched what we were looking for. It was easily able to handle the complex pricing we have for our customers, while the ability to get our data onto the SwiftCloud platform was provided pain-free."

> **"We are extremely pleased with the implementation of SwiftCloud. It is now an integral part of our offering to customers, allowing us to differentiate ourselves from our competition."**

SwiftCloud Success

The SwiftCloud approach has been a resounding success for JPL. The business firmly believe that they win more business out of customers using the system, as the vast majority of customers using the app have sales that are significantly up year on year.



Case Study provided by Simon Mettrick, Operations Director

Hills **Prospect**

Hills Prospect are the largest independent drinks distributor in London and the South East of England.

The Problem

Like many wholesalers, Hills Prospect found their previous format of processing email orders to be something of a challenge. The emails, which would arrive in different formats would be manually inputted by their team, whilst simultaneously managing their telesales. This resulted in precious time being effectively wasted. As a result, Hills Prospect wanted to streamline their ordering system, in turn bolstering their own efficiency as a business. This desire for a digitised ordering system was where SwiftCloud, the market leader for wholesale ordering apps came into consideration.

"One of our biggest challenges was the processing of customer email orders which could equate to circa 60 on a normal Monday." Ivan Humm of Hills Prospect admits. "The issue was that these would arrive in different formats and would have to be manually input onto our system as well as our telesales team making their 240 calls."



The Solution

The SwiftCloud Ordering System ensured that the previously challenging way in which orders were processed was a thing of the past for Hills Prospect. SwiftCloud introduced a a more streamlined process which didn't just free up the telesales team but made for a more user friendly experience for our customers. With Ivan adding "I believe one of the biggest selling points of SwiftCloud is the customer shopping list as we have managed to upload all current sales history into categories saving our customers time and effort when they first use the App."

> **"SwiftCloud have strived to meet our every demand."**



SwiftCloud Success

The end goal was an increased level of efficiency and an increased level of efficiency is what Hill's Prospect received through the introduction of SwiftCloud with Ivan adding "The whole process has now been refined and our efficiency with those customers that were originally ordering via email has greatly improved." Despite already having a strong relationship with their customers, Hills Prospect have also been able to further enhance that relationship by offering a "platform that has met the needs of our customers who continually use it."

Case Study provided by Ivan Humm, Sales & Brand Ambassador

SwiftCloud

Further **Testimonials**

Country Fare Foodservice

“We list over 4500 sku’s, the app allows customers to explore our range efficiently and has increased the size of the average shopping basket.”

-Gavin Millward, Country Fare





"SwiftCloud has maximised the orders due to the easy and quick process.”

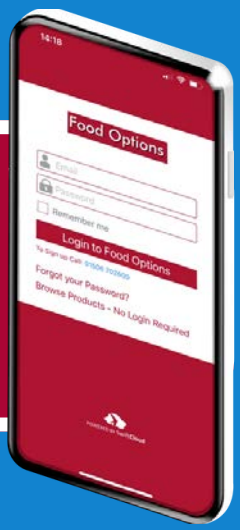
-Faisal Saeed, AFAK Trading

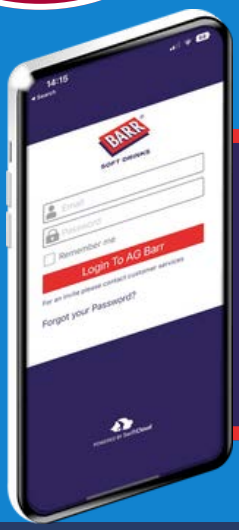
AFAK TRADING

Food Options

"SwiftCloud has been a gamechanger."

-Alan Maxwell, Food Options





“Orders placed through SwiftCloud are 10% higher in average order value than orders placed using other methods.”

-Kenny Craig, AG Barr

BARR SOFT DRINKS

Get in **Touch**



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www.swiftcloud.co.uk

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