

### In a snapshot:

**Client:**

Aprons, Etc.

**Business Issue:**

Inability to capture customer enquiries.

**SolveIT's Solution:**

CustomView™ - eGain Module

**Business Result:**

Error-free enquiry capture, signed up additional distributors.

### Company Background

Aprons, Etc. is based in South Carolina and is part of the ASI network. It manufactures promotional materials for several companies at affordable prices. It customizes products including aprons, lab coats, table covers, cooking apparel, and banners to suit the needs of its clients.

### Business Issue

Aprons, Etc. is an ASI member and even though it enjoys several privileges of being part of such a prestigious network, it was strictly bound by ASI's rules. ASI discourages direct contact of the manufacturer to the end-user. Every customer enquiry is routed through a distributor and it became increasingly difficult for Aprons to make sure that every minute detail of the customer request was captured. This led to the following issues:

- Timely response to customer queries as there were errors processing enquiries.
- Certain enquiries were lost and led to dissatisfied customers.

### Other challenges faced:

- Wanted a proactive mechanism that would encourage more distributors to sign up.
- The solution should be compatible with the existing database application called Zen Cart.
- Also the new solution shouldn't infringe on the existing ASI rules.

## SolveIT's Solution:

- Understood the desire of the client in need to have a solution that captures end-user data and have the ability to assign distributors to process enquiries.
- Made sure that the solution seamlessly integrates with their Zen Cart database application.
- Ensured that the solution designed didn't impede Aprons' stature with ASI and ensured that the solution played by the rules.
- Solution allowed Aprons' distributor partner network direct product leads and contact from web-based end-user/customer request.
- The project facilitated the release of a new module from the CustomView™ suite of solutions called eGain Module. The solution offered manufacturers to capture customer enquiries and assign distributors to process these enquiries while giving them the ability to track these enquiries.

## Business Results:

- Ability to process 100% error-free customer enquiries.
- Helped sign 10 new distributors within the first two weeks of implementation.
- Better rate of conversion of product leads to actual booked business.
- Possess total control in assigning particular distributors to certain customer enquiries and track customer enquiries.
- Cut response time by half and able to realize measured ROI.

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