

# Expanding revenue and customer relations **through a sales app that helps agents close deals**

**A leading furniture manufacturer**



Digital Case Study Awards 2022

Retail

North America



## Opportunity

The client is a leading furniture company. With growing competition in the furniture industry, the client identified customer relations as one area that could help them grow their market share. The client is a primarily B2B company relying on distribution partners to serve buyers with sales demonstrations and aftermarket services. Finding a solution to improve their customer journey meant developing a solution that expanded their partner's customer service capabilities.

Hexaware, who had an ongoing relationship with the client, proposed a solution that not only addressed the client's needs but also leveraged Hexaware's prebuilt frameworks.

## Imagining IT Differently

Hexaware partnered with the client to transform their dealers' experience. The solution included a mobile app along with functionality that was important for sales partners in their interactions with customers. It included features such as:

- Interactive catalogues with furniture visualization and 360-degree tours to better engage buyers.
- Access to sales enablers like a priority quick-shipping program, product configurator, AI-driven palettes, and pricing guides.

A sales rewards programs, training and help modules further helped prepare and motivate staff.

## Future Made Possible

The client described the app as helping to improve their revenue and boost customer engagement.

- More than half of their sales representatives began using the solution within three months of its launch.
- The sales pipeline increased 25%.
- The overall sales cycle time decreased by 30%.

According to ISG, this case study is an example of how a provider's established solutions can help guide a business towards a new market without sacrificing their traditional sales partners.

