

ProspectSoft E-Commerce Case Study

Cycling Sports Group

Business

Cycling Sports Group (CSG) is recognised as one of the UK's most significant suppliers of bike products to the independent dealer network. In 2008, CSG went live with ProspectSoft Web Solutions to manage over a thousand products in their online store, selling to a wide range of customers varying from large national chains to small independent retailers.

Challenge

Before using ProspectSoft Web solutions, CSG staff had to deal with a huge amount of customer enquiries regarding bike availability and requests for technical information via telephone and email. This resulted in an unmanageable amount of administrative work and diverted staff from their core roles. CSGs customers were purchasing the same products which they had bought in the past, due to a lack of access to information about new, but unfamiliar products.

Many of CSG's customers run their own businesses and were constrained to ordering stock from CSG during their own busy trading hours. Customers needed to be able to order at times more convenient to them, such as evenings and weekends. This would also encourage customers to explore new product ranges.

The core driver for ProspectSoft Web Solutions was to have a client orientated system focused on serving existing customers rather than generating new ones. Hence the site specifically serves suppliers who have an account already set up with CSG.

Solution

To address these challenges CSG implemented ProspectSoft's E-Commerce Solution. CSG's customers now have a fantastic online buying experience, as they have the ability to view CSGs whole online catalogue with detailed product information, including when product items are coming in to stock.

Customers can securely access their own portal containing personal account information, including product purchase history and customer specific pricing. All of this information is delivered straight from IRIS Exchequer Accounts, so they can order bikes online at their convenience.

Results

Since CSG's new E-Commerce solution was launched, the information flow between CSG and the customer has greatly improved, resulting in dramatically reduced administration as customers can now get the information they need quickly and easily from the new site. This allows CSG staff to concentrate on other important areas of the business, including winning new customers. Online orders now make up 20% of revenue, and the ability to order online outside of normal office hours has helped attract new customers from the competition. Because CSG are now really easy to deal with, bike shops are devoting more and more space to products supplied by CSG rather than the competition.

Quick Overview



"20% of our orders now come from the website and we are winning new customers based on the new service the site offers our customers"

Neil Merry, Managing Director of CSG UK

Cycling Sports Group needed a Business to Business E-Commerce website to enable customers to order their stock out of business hours, reducing expensive administration costs and simplifying order processing.

ProspectSoft Web Solutions integrates to CSG's IRIS Exchequer Accounting system, allowing orders to be passed seamlessly from the web into the order book. The solution additionally links to their ProspectSoft CRM system; allowing the sales team to quickly and easily view website activity, and update the website without any web design skills.

Number of Employees - 40

CRM solution – ProspectSoft CRM

Accounting System - Iris Exchequer



ProspectSoft™
www.prospectsoft.com