

Superior Communications Case Study

How Thinking Like A Buyer Generated More Revenue with a Custom Application



OVERVIEW

Superior Communications (SP) is the nation's largest B2B supplier in the wireless accessories industry. They provide large carrier store groups such as Verizon, AT&T, T-Mobile with comprehensive end-to-end solutions. Each client group has between 50 to 100 store fronts each.

The industry standard was to have centralized buyers placing orders by store, by SKU. It was a very time consuming exercise for group buyers. One of the ways centralized buyers think is in large lots. They are not thinking by individual store. They would like to buy for all 50 at the same time. And that is not a standard shopping cart in eCommerce. The issue was how to make it easier for the buyer, the customer.

"Just got a 44 door (stores) Cricket Account to commit to Superior Communications being their primary vendor due to the approval feature of this application!"
Ted Wichman, CIO | Superior Communications

APPROACH

- **Create a Custom-built Solution, 'SKU by Store' or 'SKU x Store' for B2B** companies that either sport multiple branches or cater to multiple resellers.
 - Open Source solution: In this case on the Magento platform, is designed to make the purchasing process for buyers from such enterprises much more efficient, by reducing errors and increasing efficiency, thus it is a significant solution to minimize costs and maximize savings.
 - Before & After Solution: Previously, it was cumbersome for buyers to navigate back and forth to buy for different locations, based on their role and hierarchy. Now, the buyer, based on their role, do ALL the SKU acquisition for all branches in a single spot, under a unified view, automatically applying all purchasing rules, like line of credit, maximum SKU count per location, be alerted to 'if/and' savings by lot, for shipping and more.
 - Savings Across the Board: The solution significantly saves time, effort and errors during the buying process, using a cutting edge online customization.

RESULTS



A True Customer First Application

We created the application to act like a true buyer. A buyer can now manage all of their stores at one time, he can look at the total orders and then we can respond to the buyer with 'if you order 50 more of this particular item, you will get to your next pricing tier', 'if you change or consolidate an order where you ship it to one of your warehouses vs direct to the store, you're going to save X amount of money on shipping'.



Client Gained New Customers Within Days of Launch

Now the clients can essentially match each and every SKU they're buying and what store it goes to, how do to best ship it, and what is the price. And in the end, a client can roll all that up and the buyer can say 'okay, this meets my needs' or 'let me redo the mix a little so that I have some spare inventory in the warehouse'.



CONCLUSION

- Our team was very creative to develop an application that essentially mirrored an excel sheet but made it so much easier!
- Huge customer satisfaction was a big as we completely changed the buying method and process to achieve considerable savings, both from the client side as well as the buyer's.
- We were able to accomplish this by creatively mixing in customer knowledge, the merchant's knowledge and obviously, a system integrator that can go build it (that would be us!).
- This application can be applied to any system, open source or not, as long as you can add on to the base code.

About Superior Communications

Superior Communications (SP) is the nation's largest B2B supplier in the wireless accessories industry. They provide large carriers such as Verizon, AT&T, T-Mobile with comprehensive end-to-end solutions, including consulting & advisory services, product design & engineering, manufacture, transportation & distribution, retail program management, merchandising, marketing collateral development and sales.

<https://superiorcommunications.com>

About CSS Commerce

Based in the US, we have your B2X eCommerce solutions and service you need for your OmniChannel and shopping solutions. We are expert software integration specialists in building your platform, interconnecting all your data needs with special focus on advanced predictive search and conversion on your site.

Open your world to the latest in B2X!