



Chex's Partners Accelerate Sales on Specialty Foods with Pepperi Omnichannel B2B Commerce



Chex Finer Foods is a 3rd generation family owned Specialty and Natural food distributor, supplying over 750 retail grocery stores from Maine to Florida. To accelerate their leadership position in specialty and natural foods in the East Coast and deliver next generation buying experience, Chex embarked on a massive sales infrastructure upgrade together with Pepperi.

Chex Finer Foods was looking for an e-Commerce solution to 'upgrade' their sales team into trusted experts for their customers and outperform the competition. The project went live in less than 90 days, and the company transitioned all their sales reps and customers over to Pepperi within a 6-month window.



5000
SKUs



BUYERS
750+



250+
SUPPLIERS



25
REPS

Challenges

- 1 Create an all-in-one B2B sales platform where:
 - Buyers can place orders via B2B eCommerce using native mobile app or web
 - Sales reps can place orders via an order taking app on iPad
- 2 Buyers were experiencing difficulties seeing the entire range of products on sale. Chex sought to improve product discoverability.
- 3 Ability to control prices manually, override pricing and apply discounts
- 4 Ability to provide accurate delivery dates for buyers
- 5 Efficiently create store audits and capture onsite interactions with customers using forms and surveys
- 6 Ability to have real-time visibility into daily B2B sales and activities

Solutions



Omnichannel B2B sales platform for all Chex sales reps and buyers



Online/Offline native app order taking solution for Chex sales reps with discount override capabilities and configurable dashboards



White-label B2B storefront (native mobile app & Web-based) with custom homepage and branded login for buyers



Rich, out-of-the-box B2B eCommerce functionality with B2C-like experience:

- Filtering and multi-level smart search
- Wishlists
- Multiple view options
- Ship dates/future ship
- Homepage 'hot' buttons

All-in-One, B2B Sales Platform

Chex's challenge was to future-proof their investment, replacing their legacy solution with an off-the-shelf, configurable platform where buyers can place orders via a B2B storefront and sales reps can place orders via an order-taking app.

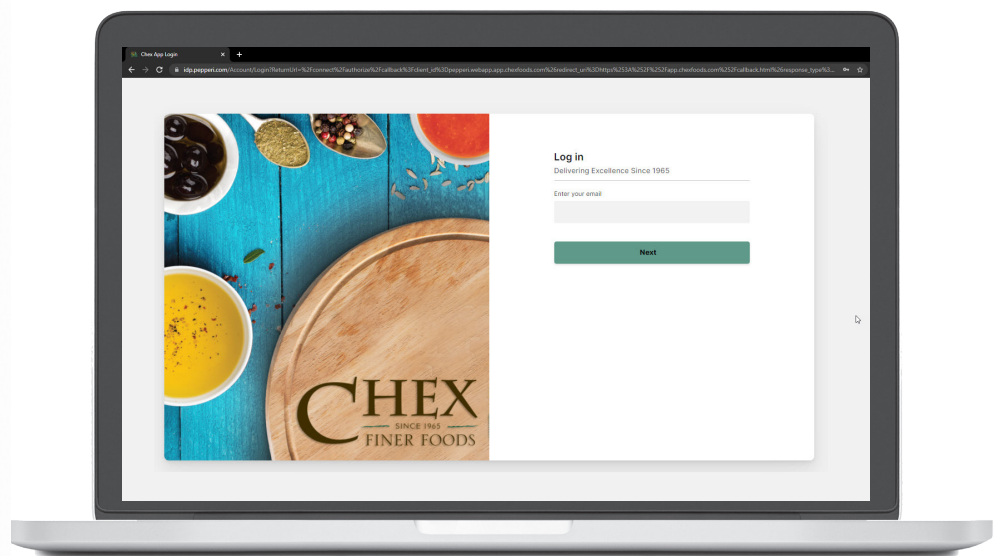
B2B Storefront

To give their buyers the freedom to order from anywhere and on any device, Pepperi delivered:

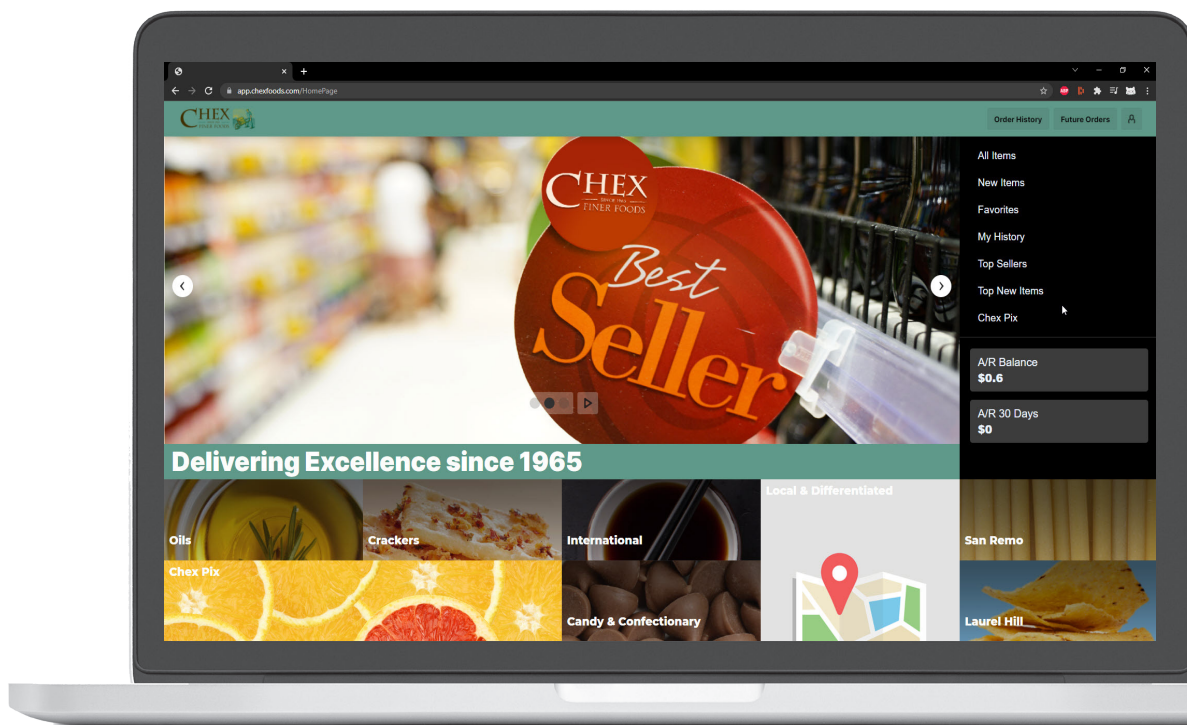
1. White-label, native mobile app



2. Dedicated Branded Domain & Login Page



3. Web-Based Custom Branded Homepage



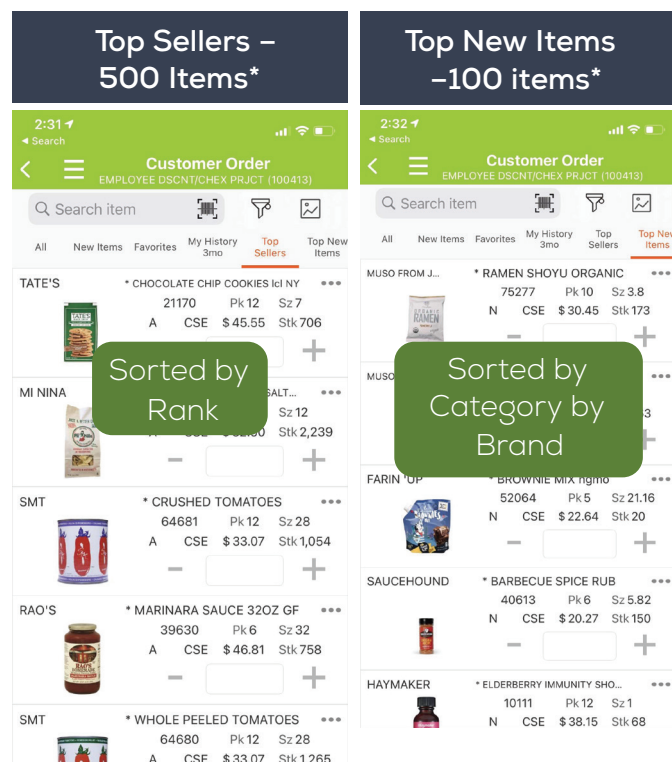
To stay competitive, it was critical for Chex to provide B2B functionalities with a 'B2C-like experience' for their buyers and sale reps. Pepperi's out-of-the-box functionality helped create a B2C-style Buyer Portal that allowed Chex's customers and reps to easily access the company's inventory, discover new products and make the process of ordering and reordering a breeze.

Filters & Multi-Level Smart Search

A poorly-designed product filter is usually the main reason B2B buyers get lost, become frustrated and drop off. With more than 5000 SKUs and the goal of bringing a more personalized experience to their customers, a smart filter system was a MUST.

Pepperi delivered 2 layers of filters that are also searchable.

- 1 Quick access to main categories with 12 filters such as: All • New Items • Favorites • My History • Top Sellers • Top New Items



Having a reliable, native mobile, B2B eCommerce app is no longer a choice but a requirement that allows our customers not only to place orders whenever they like, but to facilitate direct communication with us. With the Chex app on their mobile devices, our customers are now purchasing more products, more frequently, and are encouraged to stay loyal to Chex through the personalized and user-friendly experience - further strengthening our brand position in the market.

Michael Isenberg, Vice President, Chex Finer Foods



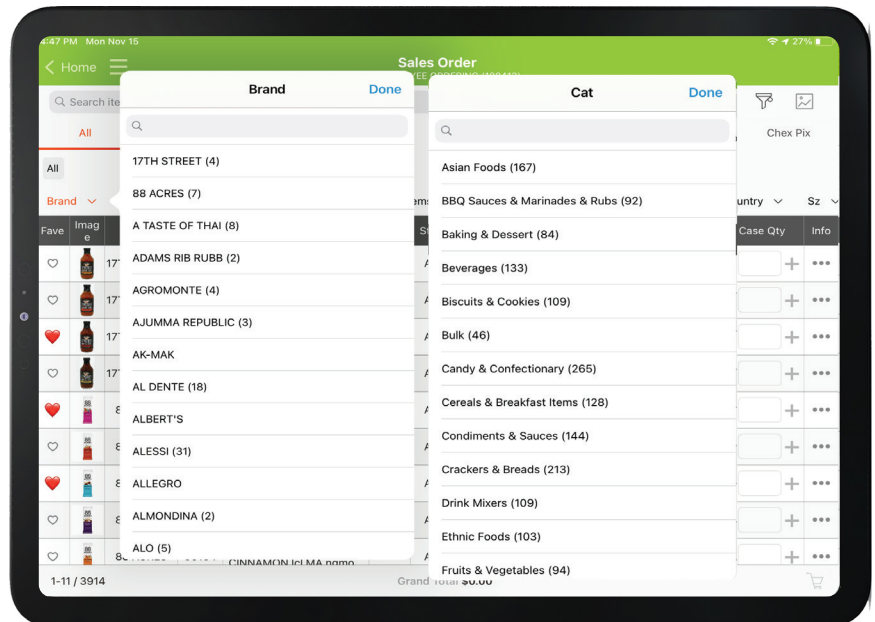
The flexibility and ease of making changes in Pepperi have allowed us to respond quickly to meet new business requirements and coordinate across our team.

John Hennessey,
Vice President of Sales



2 The second layer (with another 10 filters) allows buyers to search products by category, sub-category, and any combination such as Attributes • Brand • Category • Minor Category • New Items by Month • Description • State • Local • Country and more.

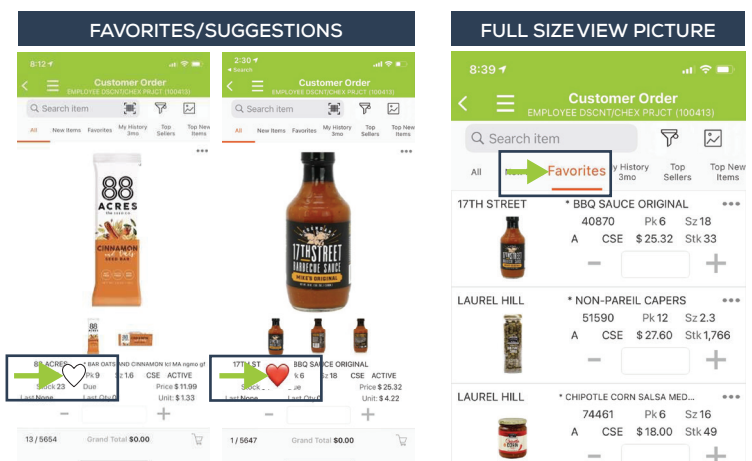
With so many searchable categories, Chex buyers are able to select and view only relevant filters to further narrow down results and locate their items in seconds.



Wishlists aka "Favorites"

Wishlists are a great approach to reduce shopping cart abandonment and close purchases of customers who expressed interest, but didn't buy.

With Pepperi, Chex could save the Wishlist per customer, allowing each buyer to create a dynamic list of items they wish to purchase or review at a later time.



Multiple View Options

Chex wanted to make sure their buyers are comfortable using ANY device to place their orders. With Pepperi, Chex could easily configure multiple viewing modes including: line item, medium, and large views – and easily switch between them. They also have a separate “lines” view for their customers. The fields are positioned in wide and tall lines for easy viewing on a narrow device. Medium view is configured as a thumbnail image with item information, while large views are better viewed online or on a tablet, and are typically configured as a ‘filmstrip view’.



With over 90% of their B2B eCommerce transactions being made in their private label mobile app, Chex anticipate this number to grow even further. They realized that their buyers are not always sitting at their desks, and that there are many benefits to having a native mobile app that can leverage mobile device features such as the camera (for barcode scanning) and location. Customers now feel more capable of replenishing orders and can access product and account information, and their order history on the go.

Homepage Hot Buttons

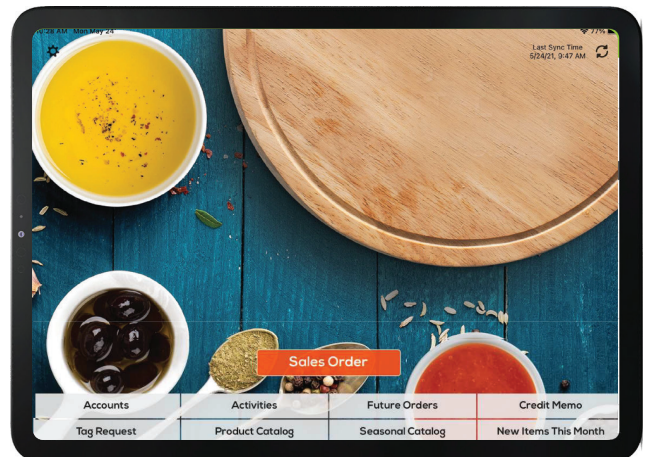
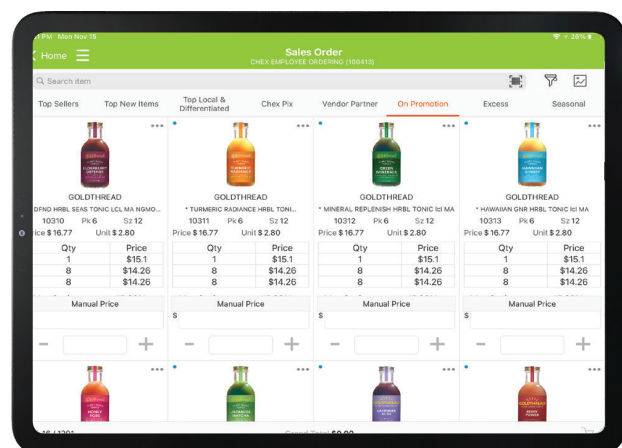
A buyer's patience is limited, so Chex sought ways to ensure their customers browse through their website and app effortlessly. The Chex mobile app features insightful tools right on the homepage to preview and easily access:



Chex found that homepage hot buttons increased the time a customer remained on the website or in the app, and encouraged buyers to learn more about their product assortment through various digital catalogs -leading to better conversion rates.

Mobile Order Taking for Sales Reps

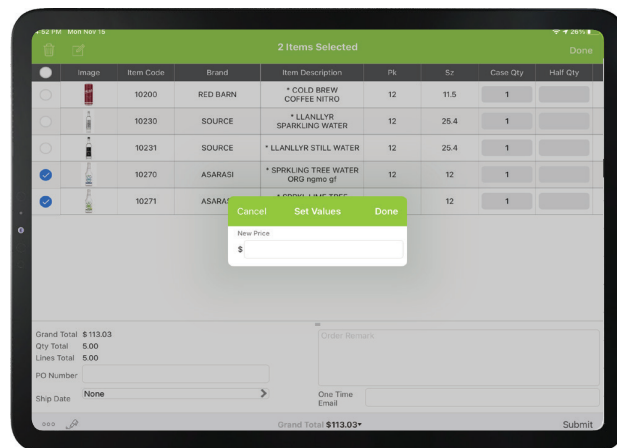
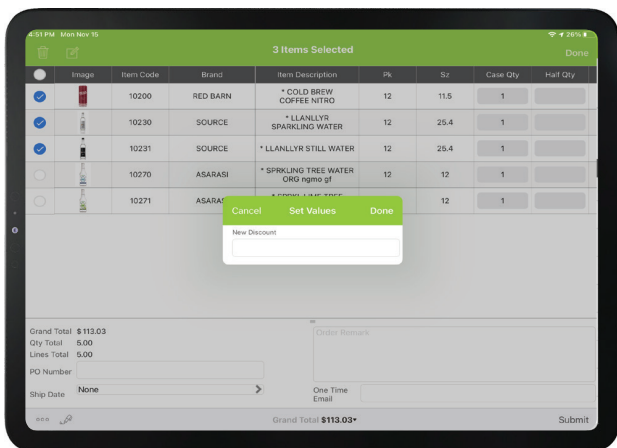
With Pepperi, Chex's sales reps have all their customer information on hand, synced to their device whenever they are online. Inventory levels, promotions, discounts, new items and price changes are all updated automatically in the catalog by the managers.



Sales representatives have all of the customer information in front of them, including purchase history, account balances and license information. They can finalize the deal in front of the customer instead of calling the office, or work on the order from home. Customers can be offered up-sell, cross-sell and other promotions during the ordering process, and they are buying more.

Discount Calculators

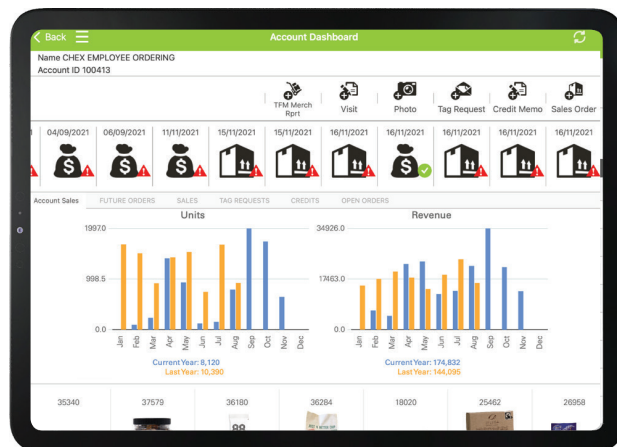
Chex sale reps are able to manually control certain prices by either editing the unit price or the unit discount on the cart at the time of the order. The discount or unit price will be calculated automatically. To speed up the buying process, the same discount can be applied to multiple items at once.



Account Dashboards

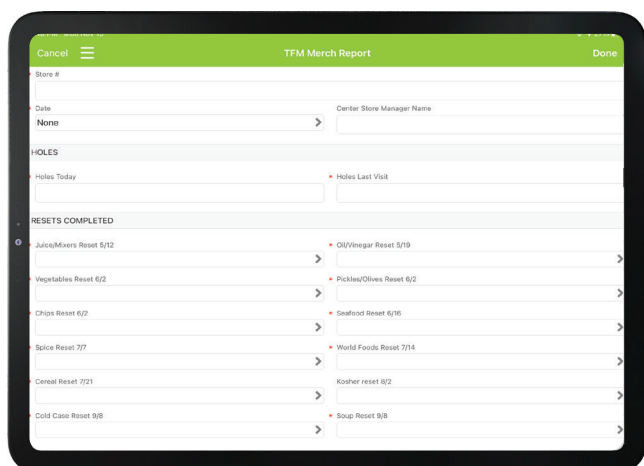
Ongoing monitoring with configurable dashboards, reports and notifications provides visibility at the account level into purchases, future orders, credits, fulfillment status, store functions, bestselling items and much more.

Sales reps save time by keeping track of the sales performance trends across numerous KPIs in one spot. Dashboards simplify nearly all their tasks and ensure that attention is paid to the areas that require it.



Activities

Reps use configurable mobile forms and surveys to create store audits, capture onsite interactions with customers, and data/photos to 'win at the shelf' quickly and accurately.



No doubt the implementation of an omnichannel strategy with Pepperi helped us increase sales, improve customer loyalty and strengthen our brand. We are thrilled with our new sales records and business results

Michael Isenberg, Vice President

