

How Omnichannel Transformed Marchon's Digital Business



Company
Marchon

Industry
Eyewear

Geography
APAC

MARCHON

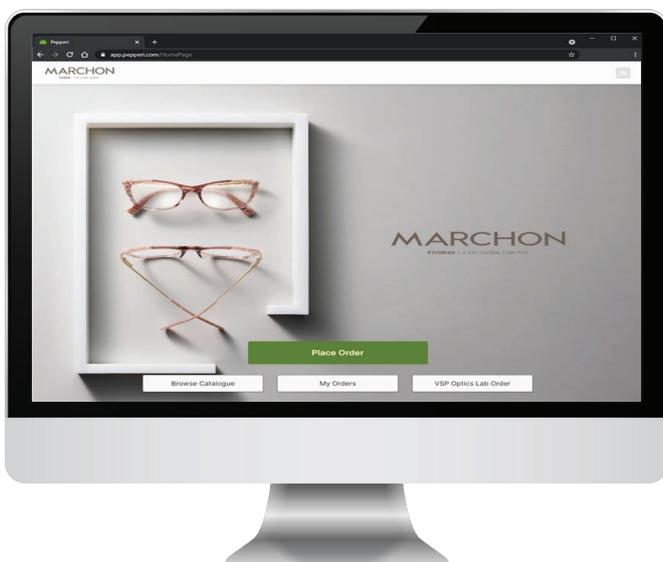
EYEWEAR | A VSP GLOBAL COMPANY

"The Spectacles", a witty story written by Edgar Poe in 1844 tells about 22-year-old man who pays far too much attention to his appearance. He is young, tall, and handsome. But he refuses to wear glasses or a monocle because they do not fit with his 'image'.

One evening at the opera, he sees a beautiful woman in the audience and although he cannot see her well, he falls in love instantly. His companion identifies the woman as a wealthy 82-year-old widow and promises to introduce them. After his marriage proposal, the widow makes him promise that on their wedding night, he will wear his spectacles...

Times have changed, and the eyewear industry has evolved from not only providing visual aids but also becoming an expression of style, fashion, and personality.

In order to efficiently supply a growing assortment of frames from diversified brands to their many wholesale customers, Marchon Eyewear Australia embraced Pepperi as an integral part of their business.



 **2500**
ON DISPLAY FRAMES

 **4000**
CUSTOMERS

 **6K-7K**
LEFTOVERS FROM PREVIOUS COLLECTIONS

 **20%-25%**
RETURN RATE



Introducing Pepperi's B2B ecommerce last year during the COVID lockdowns provided our customers with a great way to access the product they needed in a user-friendly and easy format.

B2B eCommerce enabled us to provide product releases to both our sales team and customers in a much more efficient manner, saving us a lot of internal cost as well as getting the new product releases to our customer much faster.

We also love working with the Pepperi team. They always look for solutions and ways they can support our business, showing a lot of flexibility and a can-do-attitude every time we throw a new challenge at them.

Maren Carson, Head of Marketing
Marchon Eyewear Australia



The Challenges



Create a more controlled returns and buying experience across multiple sales channels



Serve customers when not visited by field sales reps



Eliminate manual order entry and review



Recapture missed opportunities

Around a half of Marchon's customers receive visits on average once a month, while the other half is visited once in 2-3 months. Such a long break between visits undoubtedly had a direct impact on their ability to service their customers well and hence not maximize sales, and it was important for Marchon to find an efficient self-service way to serve these customers more frequently.

A high return rate that could be as high as 25% is quite common in the eyewear industry. The rotation policy protects the investments the retailers make by enabling them to exchange the items that are not selling well. To the distributor it comes at a high price though and requires configuring additional business processes and workflows to support return-related activities including stock movement and updates, approvals, physical condition of returned items, repackaging and shipping.

Marchon's goal was also to automate sales rep order entry submission, as well as order processing by the customer service team. Carrying up to 2,000 frames at a time and digging through 12 different suitcases to find relevant products was not productive at all, and reps were not able to showcase the entire portfolio during customer visits.



We chose the system initially as a mobile ordering system for our sales team, so we finally moved off paper based ordering. But it's far more than that now, and has become an integral part of our business.

Pepperi is absolutely key to our business and our success. The office support we receive is excellent, and the utilities allowing us to configure fields and design screens to suit our needs, are comprehensive

Phil Arnold IT Manager
Marchon Eyewear Australia



The Solution



Private-label, native mobile B2B e-Commerce app



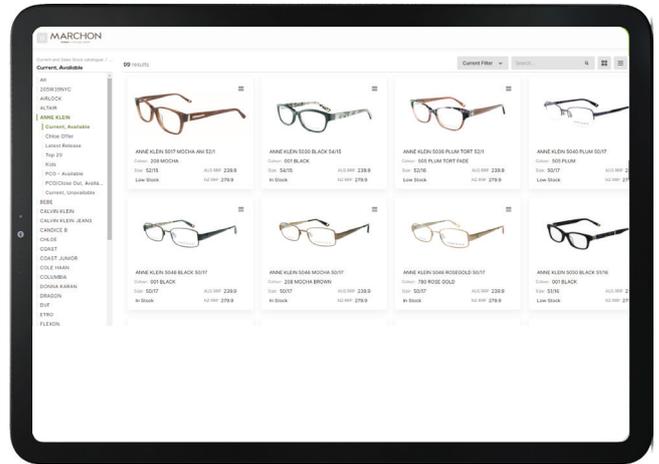
Mobile order-taking app for sales reps



Browser-based B2B e-Commerce



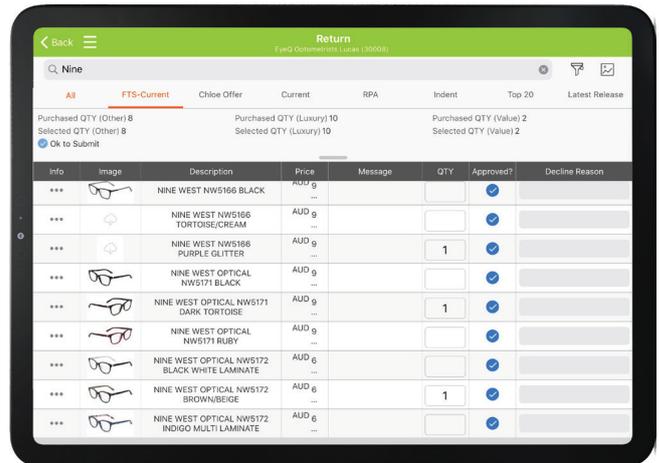
Configurable return workflow



After comparing several B2B sales solutions, Marchon Australia selected Pepperi as its long-term strategic partner for powering its digital transformation.

Marchon heavily relies on Pepperi's omni-channel B2B sales platform with its private label, native mobile B2B ecommerce app and browser-based solution.

Pepperi also deployed a mobile order taking app and implemented a configurable return workflow with a complex approval process.



Benefits & Results:

- Over 800 retailers and optometrists out of 3,000 have signed up for B2B e-Commerce and use it as an additional channel to place orders when not visited by reps
- Using B2B e-Commerce resulted in an immediate increase in sales between visits
- Non-authorized returns were significantly reduced as a result of allowing customers to submit their own requests for returned merchandise authorization using pre-defined rules and criteria
- A new returns workflow created consistency and boosted efficiency across multiple sales channels by having all returns-related info in one place
- With the mobile order taking app, customers can easily discover Marchon's entire product line, and reps can easily up-sell, cross-sell and offer promotions
- CRM capabilities have grown, and sales reps are able to create various forms and sign up customers to various promotions - engaging them in personalized campaigns
- Online/Offline - All information is available to sales reps in the field, including order taking, on-the-go insights about each client, and easy follow up of order status and stock levels.