



E-COMMERCE

CASE STUDY: DELIVERING A 24/7 SALES EXPERIENCE

Dataflow delivers an integrated B2B E-Commerce solution for Parsia, boosting sales and reducing costs



ABOUT PARSIA

Parsia International is a business-to-business aftermarket supplier of photocopier toner, consumables and cleaning products.

Since they were first established in 1986, they have established a strong customer base; offering generic toners and parts to photocopier service engineers across the UK.

BUSINESS CHALLENGE

In a competitive marketplace, where price sensitivity is matched by the needs for convenience and flexibility, the traditional method of phone or fax ordering was being replaced by online orders. A key competitor of Parsia had recently invested in an online shop and Parsia was beginning to see the impact on sales.

The photocopier aftermarket, whilst dominated by several large firms, also has many small business owners who are seeking the convenience of a one-stop shop. The nature of the market also means that customers are looking for vendors who provide the same level of service 24 hours a day, seven days a week.

“THE DATAFLOW SOLUTION WAS SIMPLY THE BEST OPTION FOR US. WE WANTED A SOLUTION THAT INTEGRATED WITH THE REST OF OUR SYSTEMS AND WOULDN’T REQUIRE US TO RE-ENTER ORDER INFORMATION”

MARK CODY, FINANCIAL DIRECTOR, PARSIA INTERNATIONAL

IMPLEMENTATION

“Working with the Dataflow team was great” says Mark.

“The entire project took just 8 weeks from start to finish, which included engagement with a range of stakeholders (finance, operations and sales) to ensure the solution added value across the organisation”. Mark continues:

“Implementation was very straightforward. Throughout the process, Dataflow made pro-active recommendations and delivered some functions that we hadn’t even thought of”.

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In order to simplify the product search process, Dataflow created a range of filters, allowing users to search by manufacturer, product type, product code, description and more. Customer pricing matrices were included and automatic carriage costs were integrated, based on package weight, and where accounts had no credit facility, connected automatically into SagePay to enable card payments.

KEY BENEFITS

“Order processing has become much more efficient” says Mark. “Customers place an order online and all the data is passed seamlessly to the back office. Stock levels are updated automatically and orders are picked, packed for ready for delivery within minutes.

Dataflow works from a single set of master data that is used to inform stock control, order processing, sales and purchase invoicing etc. Management reports can be run against any of the master data, providing visibility of every aspect of the business.

Dataflow maintains customer order history from the beginning of time, so users who frequently order the same products can simply look up their order history and create duplicate orders at the click of a button, saving time on every order.

Integration with back-office and supply chain management has other benefits. "A lot of stock goes through our warehouse" explains Mark; "if items are removed or placed on hold, we don't want them to appear as available stock on the website".

Some items have special packaging and are not available to order for all user, the Dataflow system therefore enables us to select which items appear on the online catalogue. In addition, Dataflow user profiles allow Parsia to customise the online product catalogues so each users can only access their custom catalogue with their custom pricing.

Flexibility is a core component of Dataflow. As Parsia evolves over time, Dataflow copes effortlessly with their changing demands.

"Sometimes it's the little things that make all the difference" says Mark. "We recently upgraded our servers and Dataflow migrated seamlessly. If I need to make little changes to things carriage costs I can do it in seconds via a simple config rather than tackling something hard coded".

We asked Mark what it was like working with Dataflow, here's what he had to say. "The team at Dataflow are outstanding. Their support team is very responsive; not only are they technically excellent but they also have a lot of commercial awareness".

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If you would like further information, please contact us on 0845 456 1020.

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