Increase Sales & Customer Satisfaction

BlueCherry® improves sales activities, merchandising & design work.

ABOUT THE FRYE COMPANY

Founded in 1863, The Frye Company is the oldest continuously operated footwear brand in America. The brand is known for bench-crafted leather goods that utilize the finest artisanal leathers and craftsmanship. Frye crafts high-quality leather boots, shoes, bags, small leather goods and other accessories, including hats and scarves. The breadth of the line exceeds 3,000 styles/colors and approximately 25,000 individual SKUs.

As a global manufacturer and retailer, Frye's distribution includes a direct-to-consumer model, with 16 brick-and-mortar locations and an eCommerce site. Frye's third-party distribution strategy is truly omnichannel with 850 accounts and 1,300 doors; a compilation of department stores – brick and digital, pure play digital (Zappos, Amazon, etc.) and independent specialty retailers.

The Business Challenge

As sales were accelerating, seamlessness and efficiency were paramount. The Frye Company's legacy systems were restricting growth. Design, distribution and sales teams were relying on a mix of tools that were not tailored to their specific needs. Excel and PowerPoint were used for creating line sheets, customer catalogs, merchandise plans and sales orders; important alerts, such as edits or line introductions, were handled predominantly by email; and inventory availability schedules were sent out to the team only once per day. Furthermore, digital assets were shared through Dropbox.

As Frye's catalog of products expanded, so did customer sales across all channels. Real-time data became essential. Customers were expecting information on the latest product collections and this meant transforming operations in a way that could capture, manage and merchandize collections with a wide range of dynamic criteria while accurately sharing inventory details in real time.

As a cloud-based solution, BlueCherry B2B eCommerce was quickly rolled out to all departments, providing the entire organization with the most **current line information and images** for all its products.

Solution to Serve All Stakeholders – B2B eCommerce

CGS's BlueCherry® B2B eCommerce solution gave Frye the ability to share real-time inventory, arming the team with reports that could be accessed at anywhere and anytime with up-to-the-minute information. As a cloud-based solution, BlueCherry B2B eCommerce was quickly rolled out to all departments, providing the entire organization with the most current line information and images for all its products. Even departments without access to more in-depth reporting tools, such as business intelligence or sales order management, could easily access the user catalogs through BlueCherry B2B eCommerce.

Following implementation, Frye was able to curate targeted sales catalogs and line sheets tailored to specific collections, customer assortments and special product attributes. The new features allowed Frye to easily customize catalog formats, leading to increased customer satisfaction and reduced time required to close sales. The benefits spilled into the day-to-day operations of account executives as they prepared for client meetings. Account executives now had consistent formatting for current, past and future customer assortments.

Built into the application are email and tracking features that allow follow up on the status of prospective orders from a particular catalog with a customer. With hundreds of specialty retailers, this feature delivered on the goal for efficient communications.

These improvements contributed to increased sales, reduced the number of rejected or changed orders and streamlined order processing and management.

Merchandising, design and brand management teams define their success by creating dynamic products. The B2B eCommerce application enabled dynamic product assortments and flexibility to sort collections by category, classification, material and product detail for line planning and development. Furthermore, catalogs were created for specific assortments and used to review the line and help to identify white space or overlap. Designers could reference old products for inspiration, and merchandising and sales would create SMUs (special make ups) from archived products.

The application was useful in creating training material that could be easily customized for any purpose. A major benefit of BlueCherry B2B eCommerce was the easily accessible high-resolution images with multi-view capability and full color representation, which reduced sample needs at customer meetings and tradeshows. This not only reduced operating expenses, but also enhanced Frye's relationships with factories.

Summary

Every high-performing soft goods organization needs integrated, coordinated, real-time information on product, inventory and client information. CGS's BlueCherry B2B eCommerce enabled Frye to dramatically improve sales activities, merchandising and design work. It also benefitted brand and business management, creating more sales, better relationships with customers, better internal coordination and cost-efficient improvement in operations.

CGS's BlueCherry® Enterprise Suite provides clients with a powerful, comprehensive set of tools to drive their fundamental business processes. Focusing on the needs of high-growth organizations operating in the consumer lifestyle products and retail industries, our solutions have the built-in capacity to address the needs of all core management, planning, product development, manufacturing, logistics, finance and sales functions. Our modular design allows us to customize solutions to fit each client's aspirations — launching as one comprehensive system that reaches across a client's entire organization, or implementing in a step-by-step fashion to grow along with a client's business.

CGS®