



LINDA FARROW

CASE STUDY

---

# Building an Omni-Channel Sales Strategy with Handshake

Luxury eyewear brand Linda Farrow powers reps with Handshake on mobile and retailers with Handshake Direct, a robust B2B eCommerce platform that can receive orders 24/7.

---



# The need for faster order processing and a new kind of customer experience.

Established in 1970, luxury eyewear brand Linda Farrow was built on a platform of innovation, pioneering many of the iconic shapes and styles still on trend today. The brand continues to create its own cutting edge collections, while also collaborating with many of the world's most acclaimed designers, including Dries Van Noten, 3.1 Phillip Lim and Matthew Williamson.

Based in London, Linda Farrow's fashion eyewear can be found around the world, from New York, to Dubai, to Hong Kong, and their retail outlets include Nordstrom, Neiman Marcus, Shopbop, Selfridges, Harvey Nichols, Boutique 1, and Lane Crawford, among others.

## Life Before Handshake

Previously, Linda Farrow had two major sales channels: trade show sales and field sales. Plaguing both of these areas were the daunting delays and inaccuracies associated with paper processes.

Order forms were scanned and emailed to the back office, where staff would have to decipher handwriting to enter orders into their system. According to Senior Sales Administrator Val Rucarean, the company had 10 people doing data entry alone, and it could still take up to three weeks to finalize orders after a trade show.

To make matters worse, human error was a constant concern. Whether data entry staff accidentally mistyped a SKU, had trouble deciphering a low quality scan, or were simply unable to read a sales rep's handwriting, order errors were much too commonplace for a brand uncompromising in their commitment to quality.

## Staying Competitive in an Omni-channel World

Those pain points would be enough for any business to search for a solution, but Linda Farrow was also moved to action by what they saw as a growing industry trend towards technology investment and



“

*The number of people that we had to commit to order processing was just incredible. We even had to hire temporary personnel just for data entry, and that's something that no company wants to do.*

”

Val Rucarean  
Senior Sales Administrator

## Before Handshake



## 10 full-time employees

were dedicated to data entry.

# Making omni-channel sales a reality.

multi-channel selling. “We could see that there was a revolution happening, and we didn’t want to miss it,” explains Rucarean.

The company therefore decided to improve their customer-facing experience on several fronts, adopting both Handshake’s mobile sales application and Handshake Direct, a B2B eCommerce portal. “Handshake is very user-friendly, with a great interface. That was the key feature that really drew us in,” says Rucarean.

## Powering Field Sales with Handshake’s Mobile App

Using Handshake’s mobile application, Linda Farrow’s sales reps have access to an image-rich digital catalog and real-time stock levels. They’re able to provide a much more modern, cutting edge experience to their customers, starkly juxtaposed with the pen and paper of past trade shows and store visits.

Rucarean explains, “It looks so much more professional. You can zoom in on product images and grab live data. Even the coolness of it...you see other designers still using paper and other inferior technologies, and it makes a big difference in terms of perception.”

Perhaps the most visible impact is the fact that Linda Farrow’s sales reps are now able to write orders four times faster, squeezing in two or three additional appointments in a day and driving more business for the brand.

## Enabling 24/7 Ordering with Handshake Direct

In addition to the mobile order writing solution, Linda Farrow also decided to invest in Handshake Direct, a B2B eCommerce platform that would allow their customers to log in and place orders online anytime.

In the past, the company’s customer service team would be swamped with phone calls and requests for line sheets or new

### After Handshake



*“Before, we could only write one order an hour. Now, we can do three to four per hour. Sales reps no longer have to carry stacks of paper, pens, order pads, and line sheets. It’s all on the tablet.”*



*“It’s great to come into work and find that orders were placed overnight. Before, we had to pick up the request in the morning and get back to the client about stock availability. Because of the time difference, the client might not get back to you until the next day, so it’d be a two or three day delay. Now it’s instantaneous. It’s a massive advantage.”*

# Supplementing face-to-face meetings with smart technology.

product availability. Now, all that information is online, cutting down on busy work and tedious information exchanges. The brand's wholesale store is always open, and retailers around the world place orders around the clock.

## Balancing Multiple Sales Channels

For Linda Farrow, the future of sales is all about achieving the perfect balance between the power of in-person relationship selling and the convenience of B2B eCommerce ordering.

Road sales are critical to helping Linda Farrow maintain strong relationships with customers. Likewise, trade shows are enormously important for the brand, and their sales reps are at the core of that business, armed with Handshake on their iPads.

Ultimately, the company sees Handshake Direct as a way to strengthen those in-person relationships--both by freeing up sales reps' time to have better conversations with retailers and by providing a modern experience that customers appreciate.

Whether a client isn't able to turn up at a trade show, or can't attend a meeting, sales reps can invite them to place an order online, rather than go through the arduous task of calling the order into the office and waiting for a response.

Ultimately, Handshake is about providing a great experience for both buyers and sellers. If you'd like to learn more about how your business can build an omni-channel sales strategy with Handshake, contact us today.

Email: [info@handshake.com](mailto:info@handshake.com)  
US Toll Free: +1 (855) 532-9044  
International: +1 (646) 434-2553



*"We definitely don't want to eliminate human interaction with our clients. Obviously, technology is the way forward. We won't be able to do business without it. But human interaction is equally important. You want to see the buyer and have that face-to-face meeting. As far as we're concerned, it's invaluable to building a strong relationship."*

## The Top 5 Reasons Linda Farrow loves Handshake

1. Effortless cooperation between field sales and B2B eCommerce.
2. Orders placed 24/7 via Handshake Direct.
3. A modern customer experience.
4. No more data entry.
5. An intuitive user experience.