



HANDSHAKE



nuun
electrolyte enhanced drink tabs

CASE STUDY

Standardizing A More Efficient Ordering Process in Manufacturing & Distribution

How leading sports hydration brand Nuun has enforced new order submission policies to drive operational success.



Since launching Handshake, Nuun has increased efficiency across their sales & ordering operation.

A best-in-class brand in the sports hydration product category, Seattle-based Nuun sells their electrolyte tablets in chain and specialty sporting goods stores both in the U.S. and internationally.

As strong proponents of both in-person and online sales channels, Nuun uses two of the three solutions that comprise Handshake's omnichannel B2B Commerce platform. Nuun sales reps use the Handshake Rep mobile app to write orders in the field, and buyers place orders online via Handshake Direct Online, their B2B eCommerce portal.

Since launching Handshake, Nuun has greatly increased efficiency across their sales and ordering operation, and it's due specifically to their effectiveness in standardizing the use of the software. This case study will detail the operational challenges that Nuun faced before implementing Handshake, the particular tactics they have used to increase and enforce adoption, and the results they've seen since launching.

Before Handshake: A Manual, Error-Prone Ordering Process

As Nuun began to scale rapidly, they were facing many of the operational challenges that commonly accompany growth. The majority of orders came into their back office via email, PDF order forms, or Excel spreadsheets, requiring the Nuun team to then manually re-enter each order directly into Netsuite, their ERP.

Outside of this time wasted on order re-entry, Nuun was facing issues with order fulfillment, order accuracy, and backorders. According to Megan Krumm, Nuun's Sales Account Coordinator in charge of back-office operations, reps would receive order emails from customers that they would immediately forward to Nuun's back office, causing a number of operational challenges. Krumm explains:

“Customers would order a SKU that wasn't available anymore, or a credit card would be declined. Anything could hold up the order by requiring two to three back-and-forth emails, delaying the order entry process and then the shipping process.”



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Megan Krumm
Sales Account Coordinator, Nuun

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Even in scenarios where reps were more closely supervising order placement, a lack of access to inventory availability meant that buyers would place orders for items that were out of stock. The back office team would again need to resolve these issues via email, wasting time that could be spent on more strategic work for the business.

Removing Manual Processes with Handshake Rep

As the fire that was burning brightest, Nuun decided to first tackle the challenges they were facing in the field sales channel before improving their customer ordering process.

After completing Handshake's professional onboarding and training program, Krumm sent out an invitation to the rep team asking them to install the Handshake app on their iPads and iPhones.

As she expected, some reps were resistant at first, attached to existing processes, despite them being more tedious. According to Krumm, "they were used to doing things a certain way and didn't want to jump on board because it would throw off their routine."

To encourage adoption and ease the transition into a new workflow, Krumm held her own training session for the team. Now, several months after launching Handshake Rep, the majority of reps are placing orders through the app instead of emailing orders. Because reps place orders for their customers based on access to accurate inventory availability, they've eliminated the need to communicate back and forth with buyers after the order has been placed.

In fact, Nuun has seen so much improvement in their ordering and fulfillment process that they are now mandating that all sales reps must submit orders through Handshake in order to be commissioned. Krumm expects that this policy will result in a close to 100% adoption rate by their sales team, and lead to even greater efficiencies for their back office.

Nuun has also seen dramatic improvements in order fulfillment speed. Leveraging Handshake's turnkey Netsuite integration, the connection

4 Steps to Automating Order Submission:



1. Complete Handshake's professional onboarding & training program.
2. Invite reps to install Handshake order writing app on mobile devices.
3. Hold Handshake mobile app training session for all sales reps.
4. Mandate use of Handshake for all order submission.

If a customer places an order via email, Nuun requests that the re-order is placed through B2B eCommerce.

between their core systems was up and running quickly. A company that has always remained committed to an exceptional customer experience, Nuun historically shipped orders in under 24 hours. With the Handshake-Netsuite integration in place, orders can now be shipped out within 10 minutes.

Fixing Customer Ordering with Handshake Direct Online

After seeing the results of Handshake Rep on their sales rep ordering process, Nuun was excited to launch Handshake Direct Online, a B2B eCommerce portal that would allow their buyers to place orders online.

At that time, orders coming in directly from customers were also being emailed into the back office. And just like sales rep orders, these customer orders often required several rounds of back-and-forth communication before they could be placed successfully. Nuun was hoping to automate the process by giving their customers a self-service way to order online 24/7.

Because Nuun's customer list, product images and pricing information was already loaded into the Handshake backend, switching on their access to the B2B eCommerce portal was quick and easy. It also meant they were able to immediately leverage Handshake's invite features to automatically email customers an access link to the new portal.

In addition to email invites, Nuun employed several other marketing tactics to drive usage of Handshake Direct Online. They integrated a banner-ad style visual into the email signatures of all front-line employees, and modified their customer order form to include a reference to their new ordering site.

What has been most effective in driving adoption of customer ordering, however, has been the team's enforcement of the new ordering policy. For any customers who continue to place orders via email, Krumm lets them know she will process the order, but requests that the re-order is placed online. This request has been

Nuun drove adoption of their online ordering portal with:



Handshake's email invite feature



A banner ad in customer-facing email signatures



A reference to their portal in their customer order form



Enforcing their policy that reorders be submitted online

Nuun's enforcement of new order submission policies has been paramount to their success.

met with little to no resistance, and a growing number of buyers are now using Handshake Direct Online.

Since implementing online ordering, Nuun has seen boosts in average order value and order frequency. Specifically, they have noticed that buyers who'd historically placed orders at the minimum required value are now making larger purchases.

The Nuun team has realized that although some buyers prefer to order through their rep, others appreciate the convenience of B2B eCommerce. As Krumm explains, "Some people just prefer to order this way. They don't have to dig through their email to find a past order. B2B eCommerce is way more effective than anything else."

Enforcing Adoption: The Key to Success

Like many manufacturers and distributors plagued by the pain of fragmented order submission, Nuun has witnessed firsthand the importance of standardizing order submission across all their sales channels. Ensuring that all orders, regardless of source, are aggregated into one common backend and subsequently synced to Netsuite has saved them from the operational headaches of the past.

Realizing these operational benefits, however, is only possible when sales reps and customers are consistently utilizing the technology they've been provided. Nuun's enforcement of new order submission policies for both their reps and customers has been paramount to their success.

To drive more operational efficiency for your manufacturing or distribution business by standardizing your ordering process with B2B eCommerce, contact Handshake today.

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