
BEN SHERMAN CUSTOMER SUCCESS STORY

WANT A FREE DEMO?

CONTACT US:

🖥 www.nuorder.com

✉ hello@nuorder.com

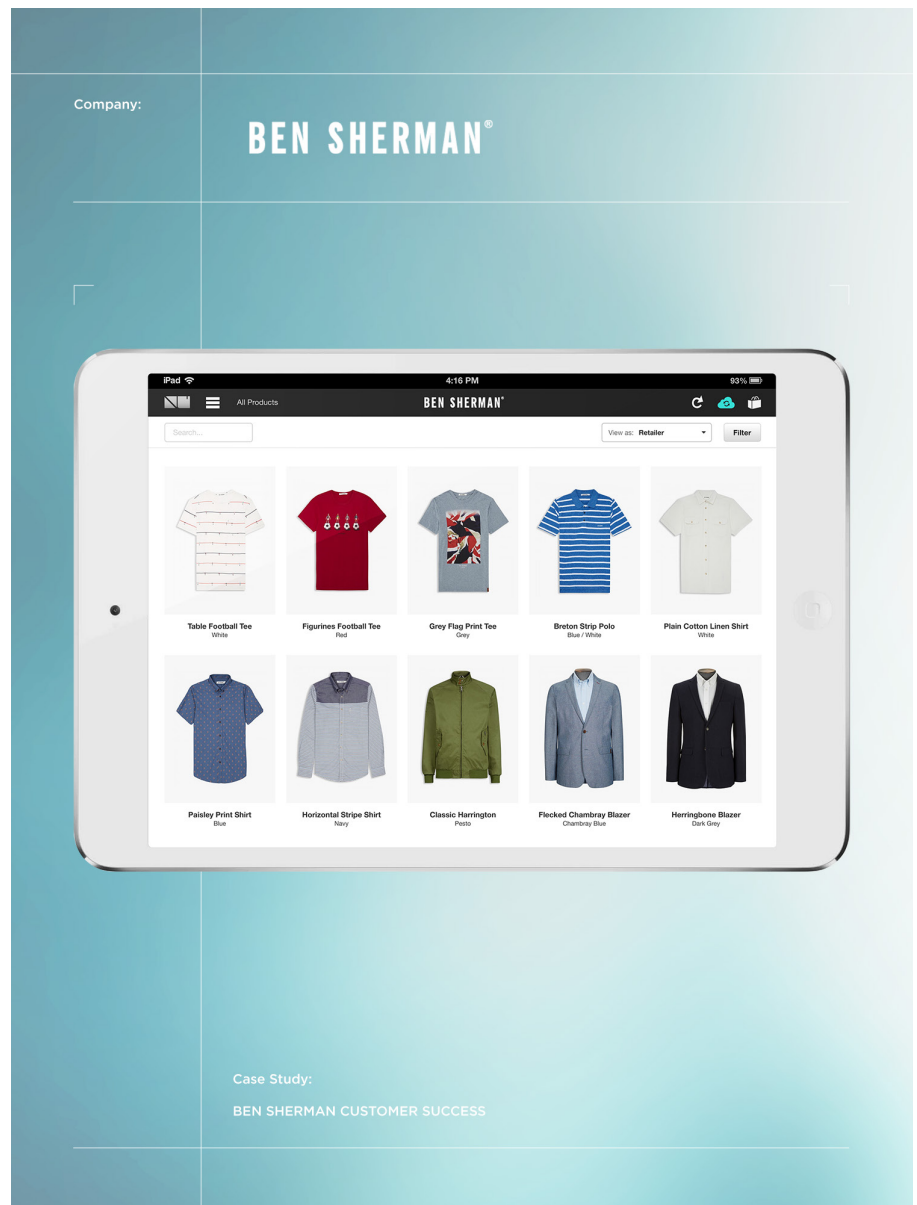
☎ +1 310 962 1086

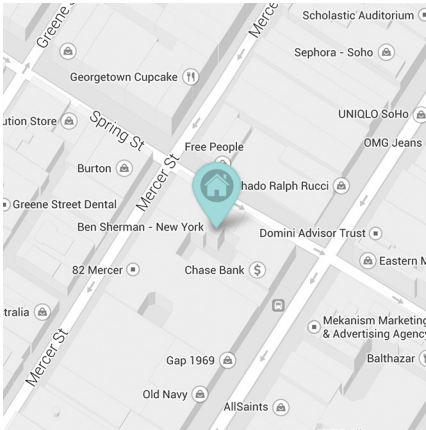


TESTIMONIAL QUOTES

“So much valuable information is now in one place through NuORDER, and Ben Sherman can provide so much to their customers at just a few clicks. “

“Anyone who ever shops online for anything can use NuORDER naturally.”





CLIENT PROFILE

- In business since 1963
- Headquarters location: New York, NY
- Adopted NuORDER in December 2013

ABOUT THE BRAND

Ben Sherman is a men's lifestyle brand with British roots and strong foundations in shirt making. Best known for their premium shirts and tailoring, Ben Sherman offers a wide range of product including clothing, footwear, and accessories.

OBJECTIVES

Ben Sherman had employed a conservative system for so long that when they introduced NuORDER, staffers needed to know that it would seamlessly work. The switch needed to be smooth throughout the entire sales process.



CHALLENGES

Ben Sherman's prior system was both antiquated and immobilizing, requiring lots of time and physical travel to reach buyers all over the country. As a result, efficiency was low, overhead costs were high, and rep availability was limited. More specifically:

- Sales reps were incapable of entering multiple orders at once
- Buyers could not submit orders on weekends or when sales rep was not available
- Former systems were not environmentally friendly, requiring massive quantities of paper

SOLUTION

Ben Sherman's old system was so ingrained into the employees' daily routine, and sales managers needed reassurance that the switch would be comfortable and easy. This meant digitizing the sales process from beginning (brand introduction) to end (data collection) and creating an all-in-one system that transformed the once insurmountable data into meaningful and useful information for reps and buyers. This included:

- Open and seamless migration of information and processes to NuORDER's platform
- A digital process that relies on highlighting crucial data and much less on physical paper usage

RESULTS

- More efficient and effective interface that can be used anytime, anywhere
- Faster sales lifecycle and ability to enter multiple orders at once
- Impressive overall presentation
- Improved relationship with buyers, both locally and globally
- Ability to start selling new collections to specialty stores months before the trade shows begin, translating into more up front orders
- Organized information in one place so employees and customers do not have to sort through copious amounts of paper