

BRIDGEWATER WHOLESALERS, INC.



For over 20 years, Bridgewater Wholesalers, Inc. (BWI) has supplied specialty millwork to independent retail establishments, bringing builders and homeowners expertise and personal service. With over 400 employees, multiple locations, and a large fleet of vehicles, BWI is able to offer shorter lead times and a larger inventory than ever before. To achieve greater success, BWI implemented e-Commerce solutions with DMSi's EntryNET software.

The Challenge

From 2004 to 2005, the Department of Commerce reported rapid growth in online purchases, increasing 24 percent and reaching over \$86 billion. BWI President Jack Cortese is passionate about growing his building products distribution online business. As the number of web users continues to rise and building material processors gain comfort, there will be a steady embrace of online order entries. The most difficult hurdle in customers accepting this technology is getting them to understand its value. "There's been hesitation in the market about e-Commerce's fruition, but with incentives, customers can and will use it. We've proven it," said Cortese. "Long-term, you must have a presence on the Internet to compete as a wholesaler in the building material industry."

The Solution

Headquartered in Branchburg, New Jersey, BWI has expanded rapidly over the past several years, opening three new facilities to service their customers in nine states. One year after implementing EntryNET, a web order-entry customer service system from DMSi software, Cortese took the next step to making it successful - offering carrots to build loyalty. Since 2001, BWI has offered a one percent discount on all orders made through EntryNET. "The advantage we're gaining is that we're the first in our industry to offer online order entry," Cortese stated. "We're building stronger bonds with our customers. And, we're seeing significant savings compared to taking orders by fax or over the phone."

For use with DMS+ and BLOCS, EntryNET allows BWI's customers to look up pricing and availability, review open orders, and place their own orders online - 24 hours a day, seven days a week. Through the implementation of online customer service, BWI has eliminated the cost of processing every one of those transactions including: looking up price and availability of an item; checking an order's status; finding, printing and emailing invoices; and finally, inputting the order. Based on industry averages, traditional transaction costs range from \$5 to \$15 per transaction.

The next step to a successful online campaign for BWI was to continually educate and provide incentives to their customers. A customer in tune to their account before they walk through your door means your organization's sales team can explain less and sell more. Education about the ease of online ordering and quoting allows BWI to move the cost of ordering out to the point of origin, the customer.

"We now have an employee on the road three days per week helping customers setup their computer system to do business online with us," Cortese added. "By continuing with our incentive plan and commitment to customer training and education, it's reasonable to expect a steady 20 percent increase in our company's online business. The key is the pricing incentive coupled with an investment in one-to-one training on promotion."

800.347.6720

dmsi.com

dmsi Software

Run better.