



COMMONWEALTH PACKAGING CO. CASE STUDY

Zoey's order portal reduces collecting orders and managing inventory to a few minutes of work

The Company

COMMONWEALTH
PACKAGING COMPANY

Commonwealth Packaging Company

Founded in 1959, 50 Employees

www.commonwealthpackaging.com

What They Like About Zoey

1. The ability to get real help, quickly, from the Zoey team made it more appealing than other options.
2. The amount of time needed to administer Zoey over their previous solution is drastically reduced.
3. Their sales team can quickly stage examples of how Zoey can take orders for potential accounts, both new and existing to their company.
4. Inventory updates only take a few minutes when new inventory is available, and Zoey manages inventory as orders are registered.
5. The ability to set restrictions on who can order, and how many they can order, gives their clients a level of control even when using a self-service order portal.

The Challenge

After a previous ordering portal proved to be too cumbersome for both Commonwealth Packaging Company and its customers, it was discontinued, and when the time was right a more user-friendly replacement was sought.

The Success

- Self-service orders are placed at a variety of stores across the country
- They can easily run reporting on what orders are placed and how much is needed
- Inventory updates can be managed quickly when more packaging is available
- New buyers can be added with ease, minimizing time in the Zoey Admin and allowing more time in the day for other tasks

What Makes Them Special

Commonwealth Packaging Company has been in business for more than 60 years, and are experts not only at making sure the packaging is just right, but also the ability to manage logistics, as well as offer top-notch customer support.

They're able to help businesses with both their physical store and eCommerce needs.



Contact us for a personalized demo!
www.zoey.com • info@zoey.com • 855-446-1200

By the Numbers

80%

LESS TIME MANAGING THE
ORDER PORTAL

50%

LESS TIME COLLECTING
AND PROCESSING ORDERS

20%

MORE ORDERS

Finding a New Solution

When the time came to replace their previous ordering solution as the business had a need for it again, and the research process began. Kris Cardene, a “jill of all trades” at Commonwealth Packaging Company, did some research to find some options.

“As I did my search, a couple came up, you being one of them,” Cardene said. “I tried to reach out to three different ones from the options that came up. I could not get a person to talk to anywhere but at Zoey.”

Frustrated in navigating the phone trees of other organizations, Cardene began to rule them out, surmising that if it was this difficult to reach a salesperson, support was likely not going to be any better. With Zoey, that wasn’t an issue at all.

“When I called Zoey, I got a person right away, who walked me through the system, and then I looked at it myself. That was the big decider - the fact that I got to talk to a person,” Cardene added.

Internal Test Drive

Once Cardene decided to give Zoey a deeper look, she dove in for herself using a free trial to see if Zoey could satisfy the needs of her buyer, who needed to manage retail store orders for packaging that could be rolled up to determine how much across the company was needed.

“I started playing with it and setting it up to make sure it did what we needed it to do,” Cardene said. “I had a lot of questions, and was constantly pinging support with questions. Once I got it set up. I realized this can do what we need it to do very well. I set up individual products and customers. Each retail store can have their own log in, and I can limit how many of each item they can order. It was just awesome.”

Cardene then staged an internal demonstration so that her colleagues could review Zoey as well and confirm that it was a good option.

“The ultimate decision was made by a couple different people,” she said. “I set everything up and then sent a couple of different people, decision makers and people who may have occasion to use it at some point, the link. I asked them to go in and try and place an order, and to let me know how easy or difficult it was, and if anything needed tweaking.

“I asked our customer service department to go in and try to do it. They said it was so easy and so cool to be able to do this. Sent it to the decision makers and had them do it as well. They all found it very easy to use, very user friendly, exactly what our customer was looking for.”

In Their Words

“I cannot stress enough, at least for me personally, the customer service. It is what sealed the deal. When I set up my day, I decide on what I’m going to do. This includes setting aside time to work on my Zoey stuff. If I hit something that I couldn’t do, I would normally worry I’d have to rearrange my day. But because I get responses so quickly, it’s not a problem.”

Kris Cardene, Commonwealth Packaging Company

Massive Time Savings; More Orders

Since rolling out Zoey to the customer, Cardene reports an 80 percent reduction in time managing products and inventory, and 50 percent less time in terms of collecting and managing orders, all while seeing a 20 percent increase in overall order volume.

“The customer we use it for, they didn’t like the old system we had,” Cardene said. “When we walked them through Zoey, they loved it. They actually just placed a much larger order than they have in the past. More of their products are coming through us than in the past because we have this. Zoey played heavily in our favor when deciding who they would give the new order.”

When the customer rolls out new stores, it’s a simple process for her to set up the store to place its own orders. “From the time I get the customer email asking if I can set this up, 2-3 minutes later I reply with the username and password. Before, with the previous system, it would take me hours, if I didn’t have to call someone to help me set it up.”

Product setup is equally simple for Cardene to get them added. “Two new products were added in recently, and it took me 5-10 minutes at most to do it.”

Growth Potential

With their existing customer extremely satisfied with what Zoey brings to the table, Cardene and others at Commonwealth Packaging Company are now using Zoey as a sales opportunity to provide a more streamlined option for both new and existing Commonwealth customers.

“We just had another customer who we were doing a big presentation for as they have the potential to be a large customer. One of the things in the presentation was the Zoey site. The customer absolutely loved the ease of use of it, and our sales team was able to quickly stage a demo with three or four products up with their pictures, and show them how easy it is to order. Our potential customers loved the fact that the pics of their products were there, and the ease of use as far as the customer was concerned.”

Zoey opens the door to Commonwealth Packaging Company acquiring more clients, in part because Zoey is a successful part of their toolkit for serving their customer base.

“I have another existing customer and when I get their orders today it’s an Excel sheet with thousands of lines filled out,” she said. “I educated them on the opportunity to use Zoey and let the stores order when they want to order. Right now it goes through one person and I get these orders twice a month because she wants to have control over it.”

In Their Words

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Kris Cardene, Commonwealth Packaging Company

I was able to show her in Zoey how that can be restricted. This store can have this many. They want their own storefront, and I know Zoey can do that.”

User Friendly

For Cardene, Zoey has been a major benefit in part because, once you get the hang of it, you can manage easily, even if you’re not technical in nature.

“I know my way around computers,” she said. “I can usually figure it out, and I am self taught. Even so, I was a little leery when we first talked about doing it in that you set everything up yourself. There is a learning curve. But once you get past that, it is doable by a non-tech person.”

When she has had to hand it off to someone else, they’ve been able to ramp up quickly.

“The Friday before vacation, just as I was scheduled to leave, something came up with a new customer that potentially wanted to use the Zoey site to do ordering. We just hired someone new in our New York office who’s going to be a sales rep, who is pretty tech savvy and was going to be covering for me while on vacation.

“I said hey, go to this site, here’s my log in, do what you can do. I basically threw him in the deep end of the pool to set up a new customer to go on and look at the site, see if they wanted to do this. He had a couple of questions, but that was it. He went in, put a couple of their products on, set them up to have access and look at it. From the ground up, he was able to do it in a day, which in and of itself is amazing that someone with no familiarity whatsoever with the site could do that.”

Friendly, Helpful Support

Cardene pursued further conversations with Zoey because of the initial sales process being more accessible to a human being, and said she has been confident in her decision, particularly around support.

“Most of the technical support was through tickets,” she said. “I would be trying to do something, and couldn’t figure it out for whatever reason. I’d send in a ticket and nine times out of 10, within 15 minutes maximum, I had an answer to my ticket. In a normal situation, when you get stuck, and you have to wait a day until someone gets back to you, it can blow your day’s plan out of the water. But with Zoey, within 15 minutes, I’d get an answer.”

Occasionally, the solution in the ticket wouldn't work, or a further conversation would be needed, and she said the way that was handled was impressive. "There were some phone calls, because every once in a while I would run across something, where I would try what they said in the ticket to do, and it wouldn't work. That was another impressive thing - the person who would call me would be Uri [Zoey founder and president].

"The owner of the company doesn't call people to walk them through stuff. The first time he called, I was like 'What?' But I know Uri has also had conversations with a couple of people here, just to check in and talk about other ways to leverage Zoey. And he's so nice. Everybody I've dealt with there has been nice. To me, that's the key."

About Zoey

Zoey is a powerful eCommerce solution for B2B and wholesale businesses. We offer three major solutions to run a business: A mobile app for taking orders on the go, a self-service web portal for eCommerce, and a web-based admin for product, customer and order management. Our features include net terms and credit limits, sales quote generation, customer groups, access restrictions, and quick order capabilities.



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