

# CASE STUDY:

## TURTLE WAX EXPERIENCES SIGNIFICANT COST SAVINGS WITH FOUR51 STOREFRONT



## FOUR51 STOREFRONT

### » BUSINESS CHALLENGE

Turtle Wax® is a world leader in car care with sales in over 90 countries. Founded more than 70 years ago, the company is recognized for its continuous innovation in manufacturing appearance and performance car care products for the retail consumer market and the commercial car care and professional detailing industries.

Despite its success, Turtle Wax had a problem: Maintenance of their products, product inventory and pricing was becoming a constant battle.

They had no way to systematize changes, especially across an ever-evolving Customer Service call center, charged with taking all orders via telephone or fax. They had hundreds of different customers and sales reps trying to place orders for products and samples on a system that couldn't keep up. They began to experience **unnecessary costs for additional resources during high-volume times of the year, increased order errors from manual mistakes, and unhappy customers wanting a more modern way to place orders.**

### » SOLUTION

With Four51 Storefront, Turtle Wax was able to transition over 150 products onto an online order management system that could be used both publicly for customers, and through a single sign-on for sales reps.

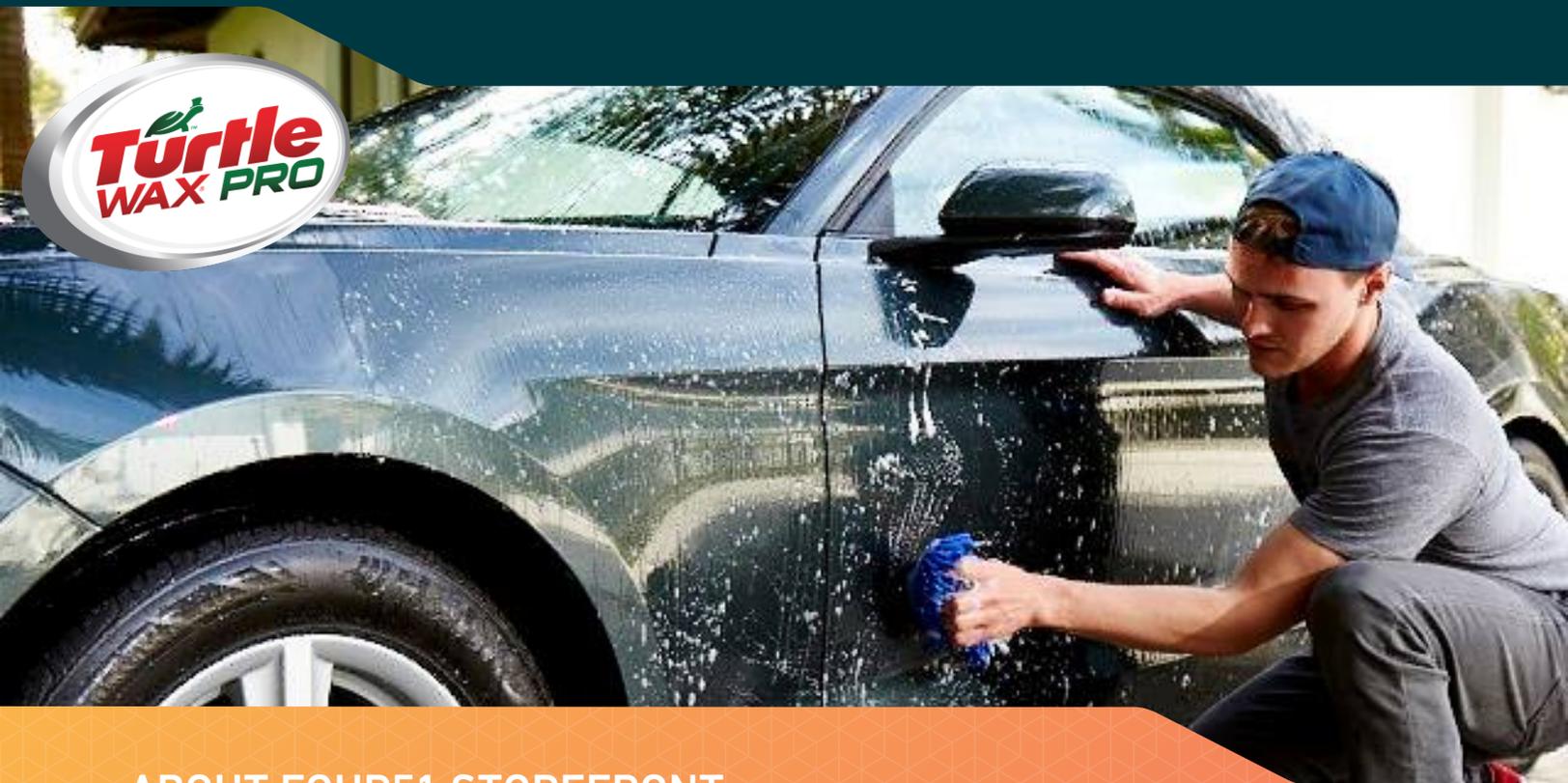
Buyers and sales reps found the new system easier to use, and the operations team at Turtle Wax had a better picture of inventory and sales, enabling them to report more frequently on their business' success.

## » RESULTS

With Four51 Storefront, Turtle Wax was able to reduce their Customer Service staff by four, resulting in reduced operational costs. With the new online ordering platform, their problem around order errors was completely resolved. Turtle Wax was able to reduce order error rates from 6% to less than 1% resulting in fewer needed replenishments and increased customer satisfaction.

“ With the implementation of Four51 Storefront, TurtleWax, Inc. completely eliminated fax and manual order entry by the Customer Service team. This contributed to significant cost savings and ease of use for many individuals across the organization, for our sales reps, and ultimately for our customers. ”

*Jim, Director of Operations at Turtle Wax*



## » ABOUT FOUR51 STOREFRONT

Four51 Storefront is built on Four51's 17 years of experience solving complex B2B eCommerce and order management challenges for thousands of customers and millions of users worldwide. As an omni-channel solution, Four51 Storefront supports ordering experiences via any channel: online, direct, retail, distribution, sales and customer service channels. Costs go down. Efficiency goes up. Customers are happy.

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