

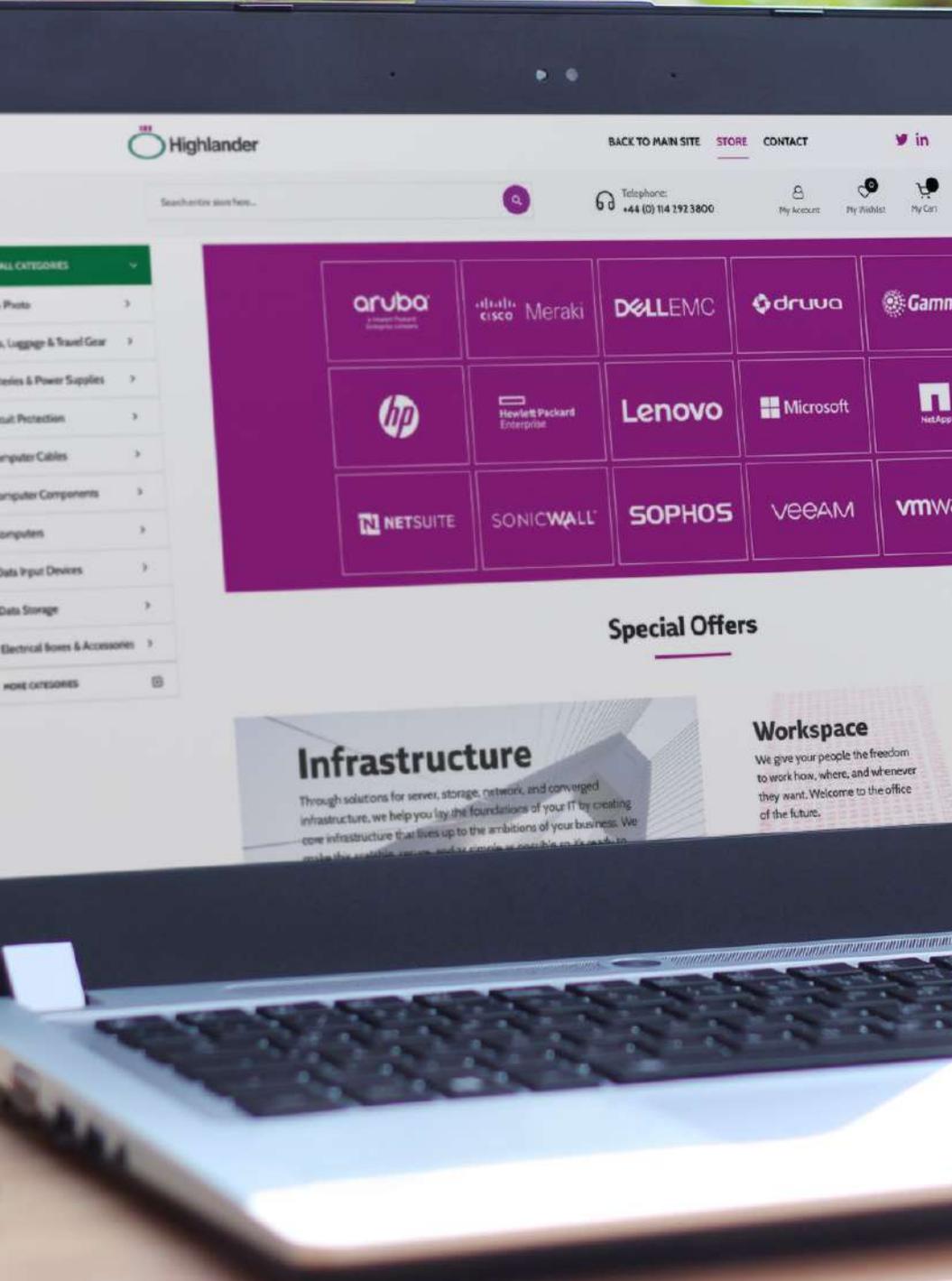


Stock in the Channel

Highlander

Creating an all-in-one Customer Portal
with bespoke MSP functionality

Case Study



The Brief

Born and bred in Yorkshire, Highlander have a long-standing reputation for providing end-to-end solutions across the UK. As a Stock in the Channel customer since 2011, they approached us to help consolidate and upgrade a number of different sites (each with separate functionality) into a single portal. Critically, as a Highlander are a NetSuite provider, our partnership would require us to build an all-new integration with the Stock in the Channel CRM, but open up business to any future MSPs using this ERP.

Key Project Needs:

Quotes + Orders Integrated with NetSuite

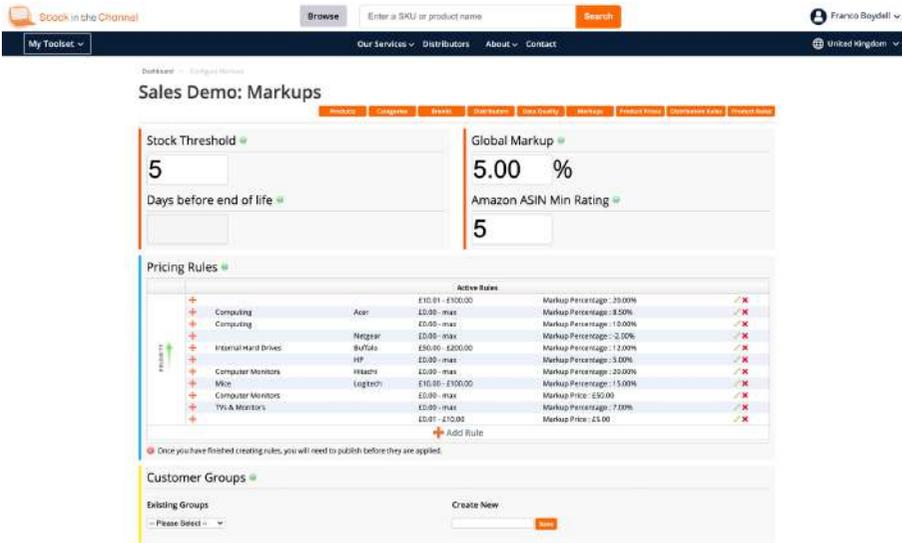
To propose the best stock and prices for customers using the same platform as the rest of their business.

Create an All-In-One Customer Portal

A single pane of glass for all customers to manage their orders, including a custom HP Care Pack finder.

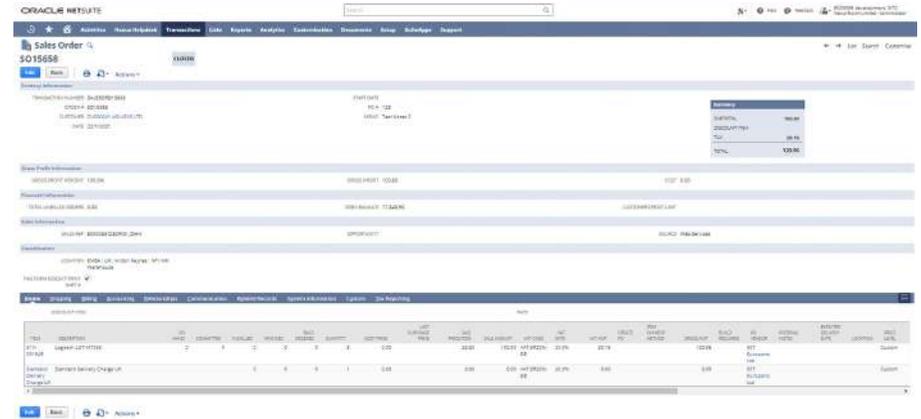
Personalised Portal Experience

Provide every user with their own branded dashboard displaying specific products and prices.



Custom Catalogues & Pricing

Using our powerful back-end solution, Highlander are able to display different products and individual pricing to different customer groups. Using pre-determined markup rules set by product category, brand or supplier, sales team are able to ensure the best prices that work for everyone. To complete the personal experience, account managers can use the dashboard to provide updates, messages and personalised promotions.



NetSuite Integration

As a NetSuite provider, Highlander run their business from within the ERP software, so every account and transaction detail has to sync seamlessly from their new eCommerce portal.

The Highlander team enjoy total visibility of Accounts & Contacts information, Product details, Quotes, Sales Orders, Purchase Orders, Item Receipts and Invoices - all automatically accessible by team members on all systems.

Modern Selling Platform

We believe our B2B Customer Portal lies at the heart of a great digital sales experience. The following core suite of tools were implemented for Highlander and are available to all resellers. Over 20 further digital features are available on request such as those highlighted in the right hand box.

Core Tools

- Magento 2.4 Webstore
- Real-time Stock + Prices
- Rich Product Content
- Pricing Rules
- Multi-currency
- Credit Limit Checks
- Payment Card Tokenization
- Accounts + Contacts
- Global User
- Webstore Hosting

Highlander: Key Features

Personalised Dashboards

Give every customer a personalised experience by implementing their Account's branding and using each Contact's personal details. Complete the user experience with banner announcements and triggered messaging to assist sales at just the right moment.

Collaborative Quoting

Customers can purchase directly, request for quote (RFQ) or convert quotes into a basket. To streamline sales even further, users can send back live quote notes to their account manager to review and action if appropriate.

External System Integrations

Sync accurate information between existing CRM, PSA and/or ERP systems such as NetSuite, Xero and Microsoft Dynamics. Save massive amounts of time and reduce human errors; and focus on more strategic account growth.



Stock in the Channel

Thank You

We hope you have enjoyed exploring our Highlander project. If you'd like to discuss a new launch or digital transformation project, please contact us to get started.

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“

Stock in the Channel have delivered a fantastic customer portal to support our sales team manage accounts and streamline orders. We're thrilled with the NetSuite integration they have built, meaning that our team can enjoy full visibility of our eCommerce system from the platform they're already using.

”

John Aking
System Development Director