

MATTHEW CLARK INCREASES SALES, IMPROVES CUSTOMER LOYALTY AND CUTS COSTS WITH TRUECOMMERCE NETALOGUE B2B ECOMMERCE



Prior to moving to the TrueCommerce Netalogue B2B eCommerce platform, Matthew Clark were using a B2B online ordering platform from a US eCommerce provider. When the incumbent solution was retired from the market Matthew Clark conducted a thorough market review and subsequently chose the TrueCommerce Netalogue B2B eCommerce platform. The move to TrueCommerce signaled a step change in approach from simply a transactional order taking mechanism, to a fully functional eCommerce platform, focused around giving a great customer experience. Following the launch of its new TrueCommerce Netalogue webstore Matthew Clark has increased sales and customer loyalty, whilst reducing costs.

Background and Challenges

Owned by the C&C Group and founded over 200 years ago, Matthew Clark is a national drinks wholesaler. With unrivalled scale and reach into the UK on-trade market, Matthew Clark delivers value, range, insight and expertise to over 18,000 outlets.

Matthew Clark was not completely new to B2B eCommerce when it moved to TrueCommerce, however the wholesalers' previous solution was scoped as an online ordering platform to drive efficiency and reduce costs within the telesales department, as opposed to a fully functional B2B eCommerce solution. When the company's incumbent US provider made the decision to withdraw the platform from the UK market, Matthew Clark conducted a full market review, recognising the benefits and opportunities that B2B eCommerce delivered.

The Solution

With a fully scalable and cutting edge B2B eCommerce platform, experience of the wholesale market, and the ability to fulfil all of the company's requirements, Matthew Clark chose TrueCommerce Netalogue as its new B2B eCommerce provider.

"We were looking for a UK based provider that could meet the unique requirements of the drinks wholesale market. A sophisticated promotion engine that could handle the complex promotions that exist within wholesale was essential, as was the ability to personalise content and provide multi-operator login functionality," said Richard Hayhoe, Marketing Director at Matthew Clark. "We made the decision to move to the TrueCommerce Netalogue B2B eCommerce platform as all the functionality we required was included as standard, which was not the case with all the solutions we reviewed."

BENEFITS

- Fully functional eCommerce offering
- Improved customer experience and increased loyalty
- Acquisition of new customers
- Conversion of existing customers from traditional order methods to online ordering

Benefits

Following the move to TrueCommerce, Matthew Clark changed its approach to B2B eCommerce from simply a transactional order taking mechanism, to a fully functional eCommerce offering, focused on providing great customer service.

After benchmarking its customers' experience of an end-to-end digital transaction against the best in class, Matthew Clark found it was falling short in a number of areas. The company was successfully driving traffic to its website but were not capitalising on this opportunity and were instead losing sales and frustrating potential customers by gating product and pricing information. It was recognised that by changing its approach to B2B eCommerce, Matthew Clark could improve the digital experience it provides its customers, whilst increasing sales and reducing costs. The experience and expertise of the TrueCommerce Netalogue team played an important role in this change of approach.

"The TrueCommerce Netalogue B2B eCommerce platform is now a fundamental part of our customer proposition. Our web store is no longer just a bolt on to facilitate online orders, it is a key element of the service and experience we provide our customers and has been a key driver in transitioning our business from analogue to a much more digital experience," said Hayhoe. "We shared our long term vision with the TrueCommerce Netalogue team and asked how we could improve what we are offering our customers via the platform. In doing so we worked collaboratively to deliver guest checkout, better taxonomy in search, automated account setup, electronic account application and online only promotions."

Matthew Clark are now using the TrueCommerce Netalogue B2B eCommerce platform to acquire new customers from the competition, to convert existing customers from telesales and traditional order methods to online ordering and importantly to build loyalty in the respect of improving the customer experience.

"In a dynamic and fast paced industry that operates outside of normal business hours, there is no better way to present over 7000 products than an eCommerce platform. The old days of paper brochures and printed trade lists have gone, they are no longer feasible. B2B customers are no different to B2C customers in their expectations, they want to see the products they are buying," said Hayhoe. "The TrueCommerce Netalogue platform has helped us vastly improve the customer experience we provide and consequently our eCommerce customers are spending more per order, shopping more often, buying more brands and are ultimately more loyal".

Matthew Clark has also been able to use the platform to drive efficiency, with the company significantly reducing the cost of taking an order over the phone.



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– **Richard Hayhoe**
Marketing Director
Matthew Clark

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