

# Safety Step

## Reduces B2B Order Processing Time by up to 70% and Improves Customer Service with TrueCommerce EDI and eCommerce Integration with AccountMate



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Ben Wisdom, Quality Assurance Manager, Safety Step

### OBJECTIVE

- ▶ Eliminate manual effort and reduce order processing time by automating the flow of order data from online, phone and email/PDF sources into the business system

### SOLUTION

- ▶ Implement the TrueCommerce Nexternal eCommerce Platform and TrueCommerce EDI to integrate Safety Step's web storefront with its AccountMate accounting platform

### BENEFITS

**More Connected. More Supported. More Prepared for What's Next.**

- ▶ Significantly reduces processing time for online orders
- ▶ Cuts processing time for B2B orders sent via email by 60% to 70%
- ▶ Automates interactions with third-party warehouses to save time and simplify the fulfillment process

### BACKGROUND

Safety Step has been manufacturing its top-quality step stools since 1995. With a growing array of products for the household, medical, recreational, transportation and industrial markets, Safety Step's diverse customers include consumers, distributors and local/regional businesses across the US and Canada.

Like many manufacturers, Safety Step is always looking for ways to improve efficiency and increase automation. According to Ben Wisdom, Quality Assurance Manager, "One of my jobs is to help streamline our processes and save our people some time with manual data entry. I was doing research on the internet and discovered the term 'EDI,' which led me to TrueCommerce and then to TrueCommerce Nexternal eCommerce."

Safety Steps chose TrueCommerce Nexternal eCommerce and TrueCommerce EDI because the two solutions were natively integrated out-of-the-box and could automatically send data from online orders to the company's AccountMate business system.

Following a smooth implementation to upload product and customer data and connect the systems, Safety Step soft-launched its new TrueCommerce Nexternal web storefront in January 2019. The eCommerce platform integrates with their AccountMate business system by passing data through TrueCommerce Transaction Manager.

### SAFETY STEP GETS MORE CONNECTED AND SAVES SIGNIFICANT ORDER PROCESSING TIME

The new integration saves significant order processing time by eliminating the need to manually enter eCommerce orders.

"The new process is working great and is a lot easier than before," says Mr. Wisdom. "When an online order is shipped we mark it as 'paid' and it goes over to Transaction Manager automatically."

The new integration also helps streamline B2B orders placed by phone or email.

"It's been a challenge to get our B2B customers to change their paradigm and order online," explains Mr. Wisdom. "They prefer to generate a PO in their business system and email it to us as a PDF."

Safety Step's staff leverages a third-party tool to convert the PDF format orders into spreadsheet data that can be imported into TrueCommerce Nexternal and then sent to AccountMate.

"We've reduced B2B order processing time by 60% to 70% thanks to TrueCommerce Nexternal's flexibility," Mr. Wisdom notes.

### SIMPLIFIES INTERACTIONS WITH FULFILLMENT WAREHOUSES

The TrueCommerce solution also drives fulfillment efficiency gains.

"We fulfill out of two different warehouses and might be adding a third," clarifies Mr. Wisdom. "In the past we've experienced missed cell phone calls and long turnaround times on emails when trying to get orders processed, packed and shipped."

The process improved significantly following the TrueCommerce adoption.

"Now that we use TrueCommerce Nexternal for fulfillment, the warehouse person can just login, see what orders need to be shipped and check them off one by one," Mr. Wisdom adds. "We use TrueCommerce Nexternal's 'comments box' feature for instructions to the warehouse, which saves time and trouble by eliminating emails and phone calls."

### IMPROVES THE ECOMMERCE CUSTOMER EXPERIENCE

Prior to launching its TrueCommerce Nexternal online store within its company website, Safety Step had a separate, standalone eCommerce site.

"The old site just wasn't very user-friendly, either for customers or for us," Mr. Wisdom recalls. "When a customer placed an online order, we'd receive an email and then process it manually. Now all that is automated."

There has been a definite increase in online orders with Safety Step's new eCommerce site.

"We just passed our 1,000th eCommerce order a few days ago," offers Mr. Wisdom. "The system handled our busy season with flying colors."

The new online storefront makes it fast and easy to introduce new products to the market and start seeing results.

"Recently we added a new product—a mobile fencing system for dogs that caters to the recreational vehicle (RV) market," continues Mr. Wisdom. "We've been amazed how many people are finding and ordering the product already."

The responsive TrueCommerce Nexternal site also helps foster a closer connection with customers that enables the manufacturer to better serve its customers and markets.

"We get questions and comments through the new site, which is great for customer service," Mr. Wisdom mentions. "We take that feedback seriously because it tells us how we can improve our products."

Customer feedback has also helped us improve our auto-generated confirmation and shipping emails."

### RESPONSIVE, EXPERT SUPPORT ADDS VALUE TO THE SOLUTION

TrueCommerce support has been both timely and informative, helping to add value to the integration.

"I have nothing but good things to say about TrueCommerce Nexternal support," Mr. Wisdom emphasizes. "Anytime I send an email or voicemail our account manager replies right away. His responses are typically very insightful and informative. I interact with a number of Software-as-a-Service (SaaS) vendors and TrueCommerce is number one in terms of responsiveness when I have a problem. I would definitely recommend TrueCommerce to other manufacturers that are looking for ways to streamline their processes and are currently doing a lot of manual order entry and/or struggling to communicate with third-party warehouses."

"We've reduced B2B order processing time by 60% to 70% thanks to the new TrueCommerce integration."

**Ben Wisdom**

Quality Assurance Manager,  
Safety Step

### ABOUT TRUECOMMERCE

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. That's why thousands of companies across various industries rely on us.

**TrueCommerce.**  
Do business in every direction.

### THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how our solutions apply to your business, our passionate, customer focused team is here for you.

Call us today at **888.430.4489**

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