Becoming Your Customers’ Supplier of Choice

7 Ways Technology Can Help You Get There
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How Customers Choose You

Everyone who manages an LBM business knows the importance of attracting and keeping healthy customers. They’re your best chance for growing your own revenues and bottom line.

But the competition is stiffer than ever. Every builder out there has a choice—and, naturally, you want as many of them as possible to choose you.

To achieve that, you’ll want to deliver a positive, seamless customer experience at every opportunity. It means being easy to work with… offering services your customers highly value… and knowing which customers merit those little extras.

The right LBM business management solution—such as Epicor® BisTrack®—can go a long way to making that happen. In the following pages, we’ll explore seven specific strategies you can pursue, and identify key technology tools to help you succeed.

“BisTrack software helps us maintain a personal rapport with our contractors. Now, we can put notes in BisTrack software to say Paul’s son, Joe, works with him, or that his birthday is coming up. We can tell him what color gutter he bought a year ago. It gives you an advantage.”

—Andy Reda, Sales Manager | Ryan Building Products

Click here
And learn more how Ryan Building Products builds and strengthens customer trust.
How technology helps you

Meet Customers Where They Prefer

Your business software—combined with the right mobile devices—should free your team to move around as the job demands, and to complete tasks when and where it’s convenient.

That means when sales reps visit customer jobsites, or associates assist customers in the aisles, they should be able to check stock, answer questions, quote prices, and submit complete orders.

When customers ask about delivery status, it’s a snap for your team to locate the delivery truck and provide quick answers.

Access digital paperwork in the field in real time. Your team can quickly and easily look up previous transactions, find missing invoices, and accept payments too.

When you serve customers promptly today, wherever they need to be, they’ll choose you next time.
“Our sales people that prefer to stay in the field servicing customers can conveniently and quickly find access to pricing, inventory, and orders with BisTrack Cloud. The software is definitely a plus for rapid response to customer inquiries.”

—David Jones, president | Brookside Lumber

Click here
To watch this short video and learn more about BisTrack Cloud.
“We saw BisTrack as a platform we could build on to be a better partner in our contractors’ endeavors. Through the BisTrack Web Track online portal, we give customers access to their order information on our system. BisTrack software gives them credible reports on their jobs, which leads to better analysis of their projects and helps them distinguish themselves in the marketplace. We want to provide our customers with more than just sticks of wood. Giving our customers access to their project order information is just part of our commitment to exemplary customer service.”

—Joost Douwes, Vice President and General Manager
Chinook Lumber

In virtually every industry, today’s customers want quick answers and complete information on their own schedule—and, more and more, on the mobile device of their choosing.

Epicor lets you deliver precisely this kind of access to the essentials of a customer’s account, with quotes, orders, invoices, completed payments, and more. With Epicor Web Track, customers can login in seconds, with 24/7 access, and easily get the information they need—to make decisions, plan future orders, and keep up with billing.

Customers can also make electronic and credit card payments, check pricing they have negotiated with you, and review transaction history—all on virtually any iOS or Android mobile device.

It’s customized to reinforce your company brand and identity. Your customers appreciate easy, any-time answers—and your team will field fewer early morning phone calls, too.

Click here
And read more how Chinook Lumber saw improved productivity and performance.
"We specifically use the BisTrack Customer Stratification tool to gain competitive advantage in terms of discovering who our most—and least—profitable customers are. Customer Stratification lets us determine which factors and metrics should impact our customer rating. Recently, I was explaining Customer Stratification to one of our customers. He told me directly, ‘Well, we want to be your best and most profitable account. What are our measurements so we can improve?’ We have found that this tool can improve customer partnerships, in addition to making us more profitable."

—Robb Wilson, President | Wilson Lumber Company
It just makes sense to rank your customers, and then treat them accordingly. Your best customers—those that bring you the greatest revenues and profits—deserve special treatment, so they’ll keep coming back. Other customers may spend a lot, but don’t deliver the profits you’d like. When you understand this, you can evolve pricing and sales strategies to improve that picture.

And, when you know which customers are less valuable to you, you can find ways to serve them more efficiently and tempt them to increase their business with you.

Epicor BisTrack can include powerful, easy-to-use Customer Stratification tools that help you accurately rank customers, boost profits, and improve relationships with every kind of customer.

Using simple dashboards and flexible scorecards, you’ll easily grade your customers in ways that are most meaningful to your business, in your market. This enhanced visibility of your customers in hand, you can take informed action—with rewarding results to your bottom line.

How technology helps you

Grow Every Customer Relationship: Pamper the Best, Upgrade the Rest

Click here
To learn more how you can target better profitability using Customer Stratification.
How technology helps you

“Deliver” Customer Satisfaction

Pro builders put accurate, on-time delivery near the top of just about every list. They want to know their materials—all of them—will arrive when and where they’re needed. And they need easy access to delivery schedules so they can manage projects, crews and equipment.

Epicor BisTrack gives you the dispatch and delivery capabilities—including integrated call-off order management—you need to be your customers’ go-to supplier. It’s easy to:

- Specify jobsites, floors, and rooms for deliveries, right within call-off orders
- Monitor your delivery fleet with pinpoint GPS visibility
- Track and record proof of delivery using the BisTrack Delivery mobile app, to avoid disputes and quickly trigger billing processes
- Maximize on-time, in-full delivery performance—and track partial shipments, too—by easily monitoring inventory, orders, and delivery status

Click here

Learn how Moscow & Pullman Building Supply has become more competitive with BisTrack software especially in area installations.
How technology helps you

Delight Large-Project Customers

More and more pro dealers have the opportunity to serve larger, project-oriented customers. These jobs can provide both stability and significant profit opportunities.

Along with the opportunity comes management and communication tasks that are essential for working with many of the larger pro builders you may serve.

Your team must manage manufacturing workflow, orders, and fulfillment for projects that can last months or even years—while keeping tight control of costs and margins.

And these larger, project-oriented customers also demand contract-driven order fulfillment, complete with real-time visibility of order and delivery status. Call-off orders and installed sales are typical.

Epicor BisTrack includes all the software tools you’ll need to meet these requirements, in ways that appeal to both your team and your customers.

“BisTrack software also allows us to create work orders that have multiple processes attached to each line item, and to generate purchase orders to multiple vendors. For example, we send pipe out to be cut to length, galvanized and turned. This used to be a painstaking procedure to build the work order, but the BisTrack solution manages it all now.”

—Jennie Agard, Business Process Manager
Ballard Hardware & Supply Company

Click here

Read more on how Ballard Hardware & Supply Company uses BisTrack software order management to ensure they don’t “miss the boat” on fulfilling orders.
How technology helps you

Stand Out by Adding Turnkey Solutions

One proven way to grow your relationship with customers is to offer turnkey, value-added services like installed sales, millwork and other targeted manufacturing.

These services can reduce your customers’ workloads and help them be more profitable, while differentiating you from your competitors.

Managing these activities, however, requires additional tasks and tools—to ensure that customers realize the value in them, and that your own profits and margins are on target.

Epicor BisTrack delivers all the capability you need to manage these highly valued services. Included among them are:

- Powerful work order tools let you seamlessly connect sales orders and work orders, so sales reps and dispatchers can see the entire picture and keep control of margins.
- Special orders can encompass “regular” product items right alongside value-added services, and progress notifications keep sales reps and customers informed.
- Kit creation capabilities help you package components, products, and processes to simplify tracking and enhance control over pricing.
- The BisTrack Product Configurator simplifies order entry.
- Integration with popular estimating, modeling and takeoff tools eliminates manual entry and reduces errors.

Click here To learn 7 strategies where technology can simplify LBM businesses
How technology helps you

Know Your Customers Using CRM

Epicor BisTrack comes with a complete range of Customer Relationship Management (CRM) capabilities, designed to optimize your customers’ experience and help your team make it all happen.

Sales managers use the CRM Dashboard for at-a-glance insight into customers and prospects, opportunities, and outstanding tasks.

The Customer Note Pad is the go-to resource for reviewing customers, jobs, and opportunities, all in one place—plus, it’s a great tool for tracking and reminding team members of tasks.

Opportunity tracking tools help team members record and flesh out opportunities, use them to create quotes, and attach plans, photos, and other documents. Meanwhile, BisTrack campaign tools help your team bring back customers that have gone quiet or announce new products and services.

Access anywhere. BisTrack Cloud delivers easy access to CRM data from virtually any device and location, so your sales team can retrieve and update essential customer and opportunity information while on the go.
The Epicor Advantage

We’ve seen how a highly capable LBM management solution can be a key part of making your business stand out, so customers choose you to be their supplier of choice time and again. Epicor BisTrack is that solution—and Epicor is ready to help.

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software designed to fit the precise needs of our manufacturing, distribution, retail, and service industry customers. More than 45 years of experience with our customers’ unique business processes and operational requirements are built into every solution—in the cloud or on premises. With this deep understanding of your industry, Epicor solutions dramatically improve performance and profitability while easing complexity so you can focus on growth. For more information, connect with Epicor or visit www.epicor.com.

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