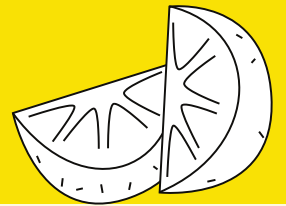


# ➤ BUTTER

## Produce Distributor sells more by committing to customer experience.

How a large, family-owned produce distributor improved sales and customer experience by re-imagining the order taking process.



### Quality food and quality service

The Produce Distributor is a large, family-owned company in Northern California, servicing local restaurants, school districts, retailers, and healthcare facilities. They've built a reliable brand by delivering superior customer service and high quality products.

**"What sets us apart from our competition is our customer service. Yes, we may charge more but we offer value by providing the best possible service at the best possible price."** – Owner

### Digging up the root of the problem

As the distributor grew their customer reach, they began to face several challenges in maintaining their customer relationships and growing sales within existing accounts.

Reps struggled to keep track of customer communication and follow-ups, which stopped them from keeping up with their new accounts and increasing existing customer wallet share. The team suspected they were missing out on easy opportunities for new sales.

### The Results

**18%**

higher sales in  
30 days

**6x**

increase in new  
product sales

**90%**

customer  
response rate in  
**< 5 mins**

**40%**

buyer adoption rate

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Customers were experiencing long wait times for order confirmations and service requests since the team was underwater. From their reputation, new customers had high expectations for service and they had to rise to the challenge.

With Butter's help, they found the root of the problem. Order taking through traditional methods – phone calls, voicemails, SMS and emails via their sales reps and customer service team – was creating extra work and order mistakes.

## The fastest way to increase sales

The produce distributor implemented Butter's ordering app to better support their customers. The app also allowed them to keep up with younger food service customers who prefer options when ordering. The Butter app lets customers browse the full catalog or their order guide, view pricing & availability and communicate live with Produce Distributor's support team.

**"We've built a reputation of taking care of our customers. So if a system can help me keep doing that, our team will be free to go out and get new business."**

– Owner

The distributor couldn't take a break to implement a new tool, so Butter made setup and training easy. Butter's software transferred over their full catalog, customer contacts, and historical orders. This ensured that each customer experienced a seamless experience when using the app.

The sales team and customer service staff immediately loved Butter because **repetitive manual work for taking orders was reduced by 20%.**

For example, they automated follow-up messages on orders and personalized messages on promotions and new products at scale.

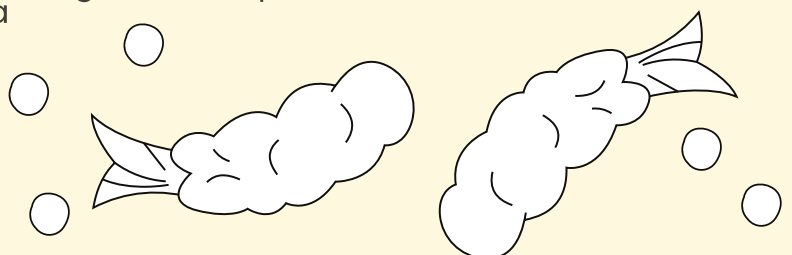
**The sales team saw larger orders using Butter's predictive upsell feature** which recommends the best order additions at check-out based on customer preference analytics.

## A simple tool for significant results

Since implementing Butter, the produce distributor team has seen a significant improvement in their sales and customer relationships with 40% of their active customer base exclusively using the Butter App today.

Sales reps found they were spending 10 hours less per week on taking orders. This time savings allowed them to provide better customer experience with 90% of in-app chat requests. **Sales went up by 18% among app users and new product sales increased by 6x.**

With the Butter App, the produce distributor managed to exceed customer expectations and increase account penetration and sales without adding more team members. Now, they can make the most of their team's talent by allowing them to focus on the work that makes the greatest impact on their bottom line.



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