



BERING's Sales Reps Unlock Limitless B2B Capabilities with Pepperi



BERING

inspired by arctic beauty

BERING, a Danish watch and jewelry brand founded in 2010, draws its inspiration from the stunning Arctic landscape and blends the Arctic's simplicity and beauty. The name "BERING" was chosen to honor Danish sailor Vitus Bering, who explored Alaska in 1728 and also discovered the Bering Strait, the narrow channel of water that separates Siberia from Alaska.

BERING recognized the need for a mobile order application to empower their global sales rep teams, but their requirements were far from static. Previously, they had been reliant on an old bespoke solution that didn't work properly. To meet the unique and ever-evolving demands of their B2B sales operations, they sought a mobile order-taking app with out-of-the-box functionality and an exceptionally configurable B2B rule engine that had no boundaries, ultimately making a strategic choice to partner with Pepperi.



10K+
SKUs



5
warehouses



60
sales reps



14
countries



3
brands











LUIS & FREYA
BERING
BRANDMARK



Requirements

- 1 View item attributes in multiple languages
- 2 Hide attributes by item category
- 3 Create a catalog filter system for country-specific content
- 4 Stocktaking in stores to know how many items are missing in each store
- 5 Show next delivery date when stock is low
- 6 Allow sales reps to see backorders to avoid duplicates
- 7 Enable reps to change discounts and add the manager's approval
- 8 Display accounts on a map

Solutions

-  Multilingual configuration
-  Hide irrelevant attributes
-  Dynamic filters
-  Selected items
-  Next availability date (ETA)
-  Backorders (all lines)
-  Order Approval
-  Account GPS location

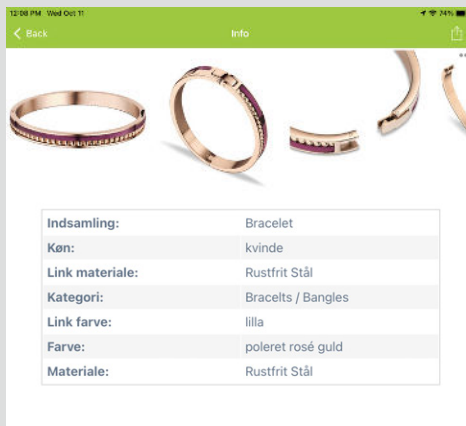
Back in 2022, BERING's challenge was to modernize their global sales operations and to automate inefficient, time-consuming order taking that their sales reps experienced on a daily basis. They also had plans to introduce a B2B eCommerce portal to serve their worldwide buyers. Having a single back office for connecting multiple sales channels was a MUST for BERING. Eight months after the successful launch of their mobile order-taking app for sales reps, BERING is currently in the implementation phase of their B2B storefront for buyers. With the implementation of a single back office setup, BERING finds it remarkably straightforward to activate buyers once the ERP data is integrated, and all the necessary logic is in place.



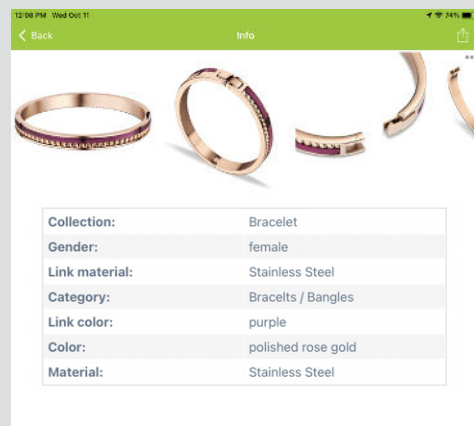
Multilingual Configuration

With worldwide sales operations, BERING had to display their extensive inventory of over 10,000 items and their attributes in Danish, German and English. This project demanded close collaboration with the customer to provide Pepperi with data for these three languages. Additionally, BERING needed to establish language settings based on user profiles, creating distinct language configurations for different sales reps. With its out-of-the-box functionality, Pepperi seamlessly organized the catalog structure at the country level (e.g., Rep DE, Rep DK, Country Manager DE, etc.), while user profile settings for transaction views were set up at the language level (e.g., Language DE).

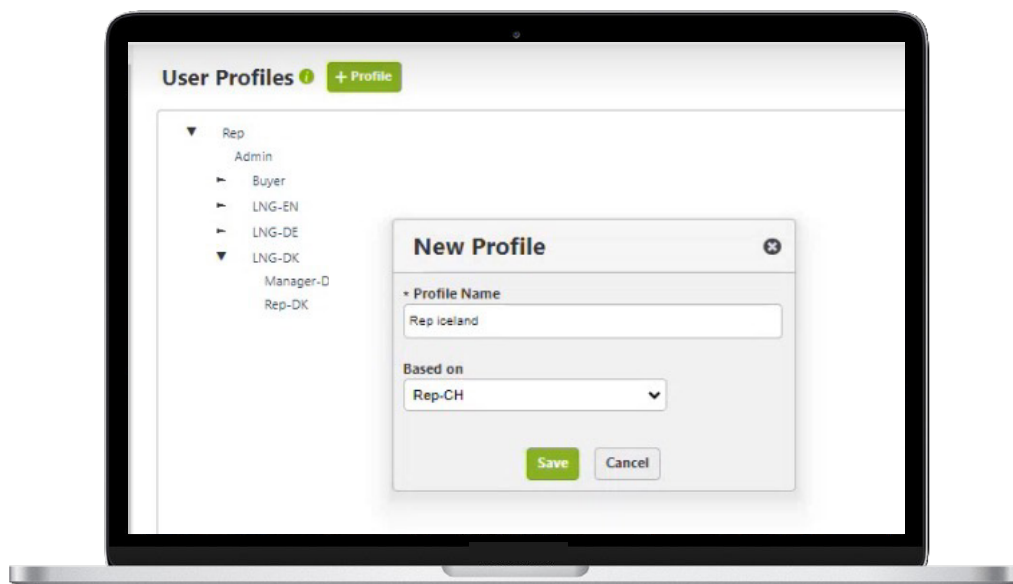
Danish sales rep (DK language profile)



US sales rep (EN language profile)

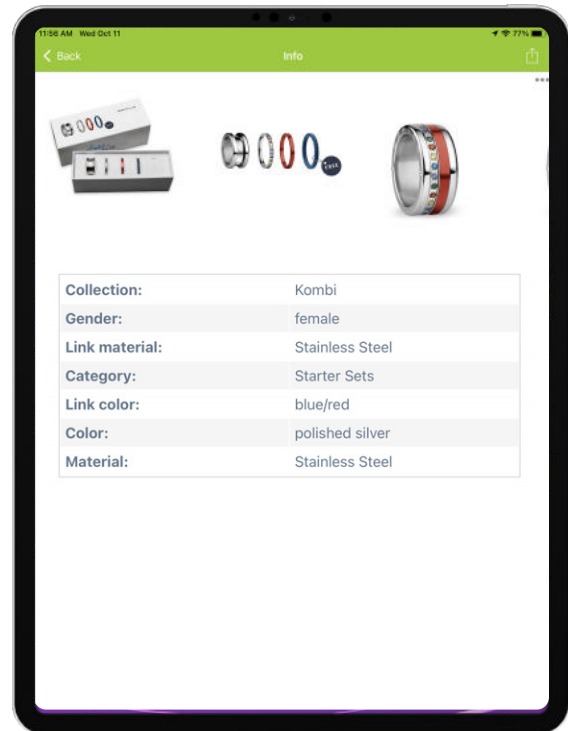
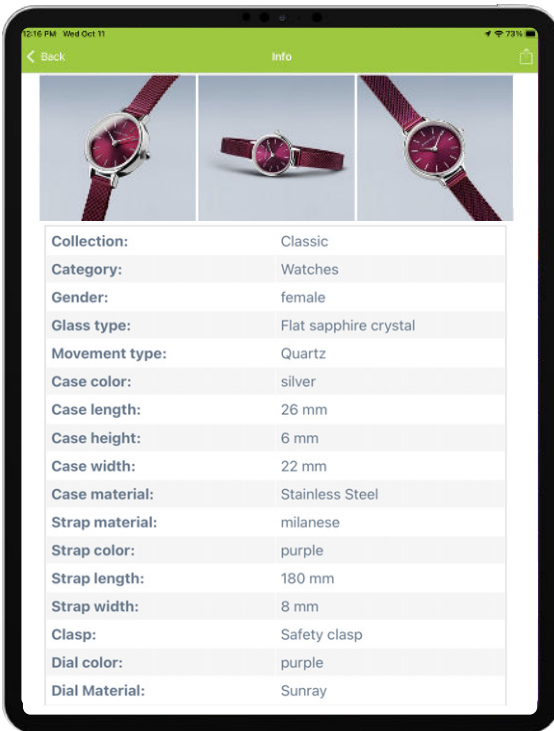


Moreover, admin can easily change the language settings when necessary, further enhancing the flexibility and efficiency of the system.



Hide Irrelevant Attributes

Due to the diverse range of products, including watches, earrings, chains and more, BERING manages a multitude of item attributes. However, not all attributes are relevant across all product categories. So, it was important to make sure that only the relevant attributes are displayed for each type of product. Thanks to Pepperi, they can now easily show the right attributes based on the specific type (and / or sub-type) of item. For example, if they are selling a certain type of watch (e.g. subtype X), then attributes "A", "B" and "C" would be dynamically presented using HTML. This configuration not only improves the clarity and relevance of product information but also contributes to a more intuitive and user-friendly experience for both sales reps and customers.



**Implemented
in <2 Days**

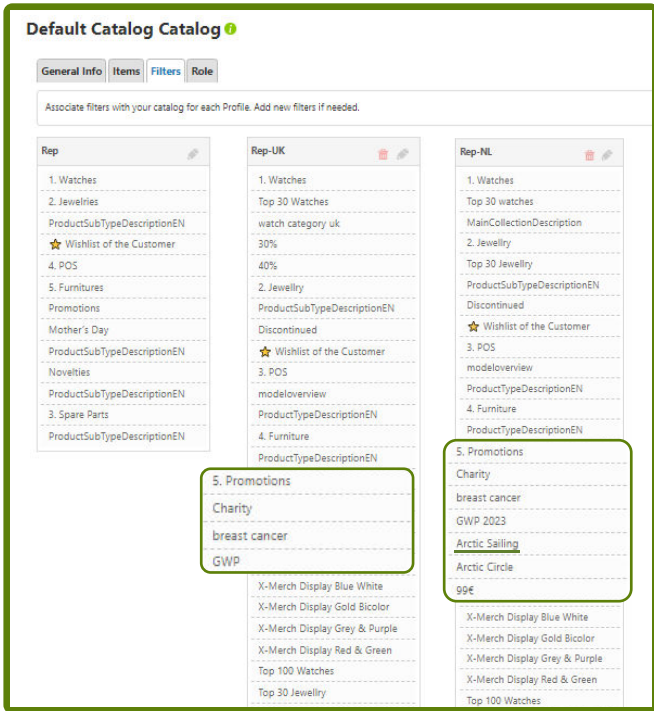


Dynamic Filters

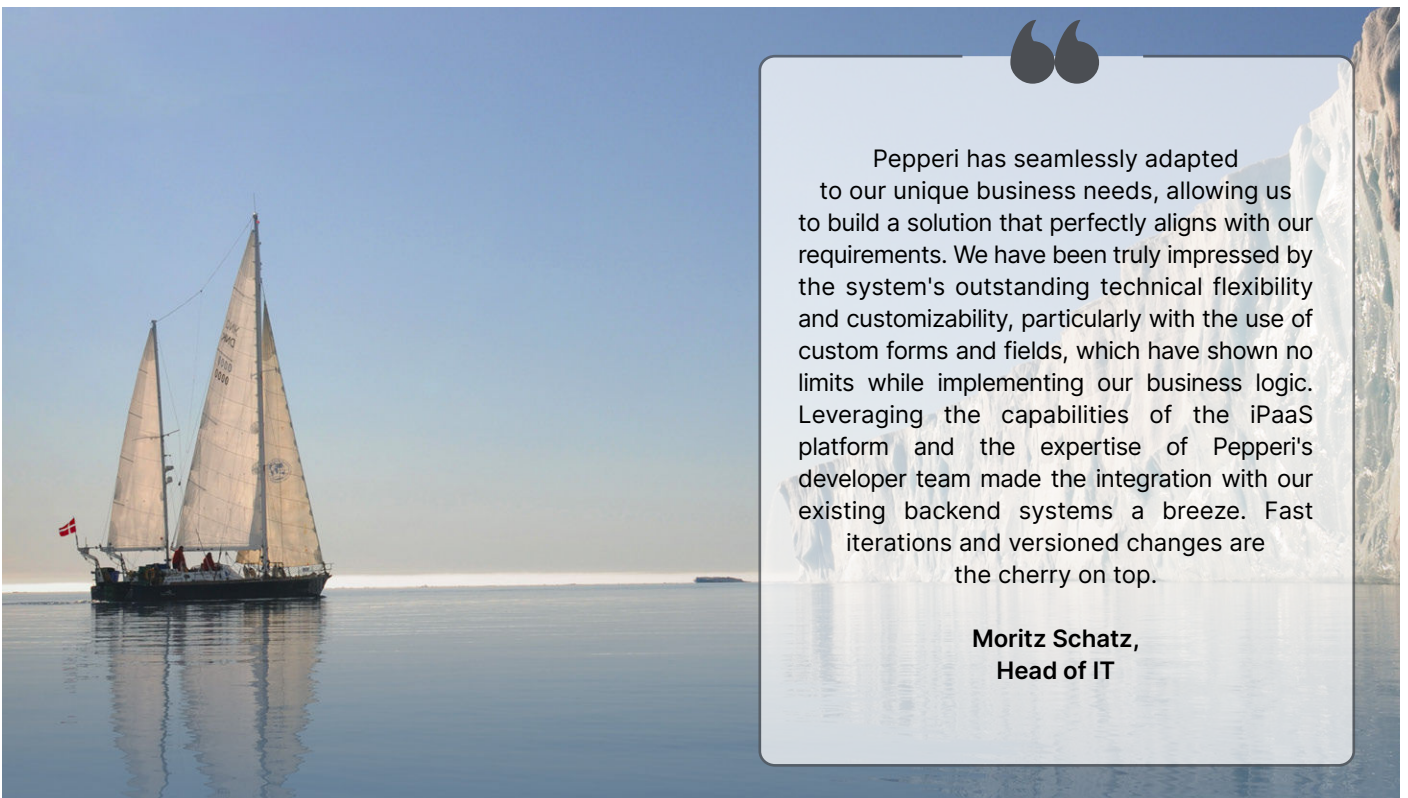
BERING sought a solution to tailor their catalog filters and categories for different countries, ensuring that customers in each region see the appropriate filters and content.

Catalog Filters per Country

For instance, when considering the Netherlands and UK, both countries are assigned to the "Rep-EN" profile. Using Pepperi's out-of-the-box filter functionality, the "Arctic Sailing" filter is visible to customers in the Netherlands but not to those in UK.

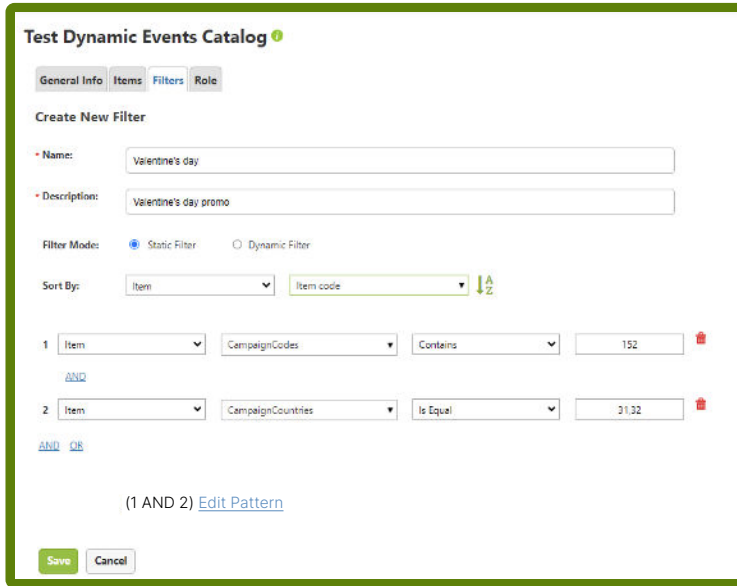


**Implemented
in < 4 hours**



Items in Filters per Country

Customers in both the Netherlands and Sweden have access to the "Valentines day" filter or category. However, when customers from these two countries click on "Valentines day," they see different items. In other words, some items are common to both countries, but others are unique to each. For instance, a particular watch might be available in both Sweden and the Netherlands, but it is exclusively featured in the "Valentines day" category for customers in Sweden, while customers in the Netherlands will see it elsewhere in the catalog. Pepperi's robust business rules engine empowers IT administrators to configure multi-level segmentation by using pre-defined country codes and campaign countries and create special deals for customers in different parts of the world in a matter of minutes.



The screenshot shows a web interface titled "Test Dynamic Events Catalog". It has tabs for "General Info", "Items", "Filters", and "Role". Under "Create New Filter", there are input fields for "Name" (Valentine's day) and "Description" (Valentine's day promo). The "Filter Mode" is set to "Static Filter". The "Sort By" is set to "Item" and "Item code". Below, there are two filter rules:

Rule	Field	Operator	Value
1	Item	Contains	152
AND			
2	Item	Is Equal	31.32

At the bottom, it says "(1 AND 2) Edit Pattern" and has "Save" and "Cancel" buttons.



Pepperi has revolutionized our approach to managing the product catalog. The incorporation or modification of products and adjustments to our pricing structure are now seamless and efficient, resulting in significant time savings for our department. The reliable and swift synchronization mechanism ensures that both our customers and sales representatives consistently operate with the latest data. The rapid iteration time is a game-changer that surpasses our previous expectations.

Beate Tatzel,
Head of Buying & Product Management

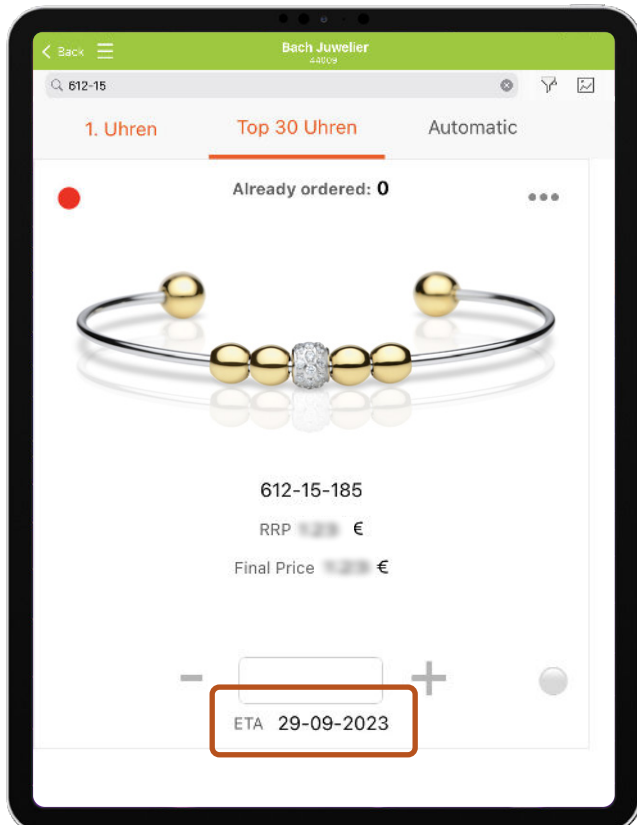
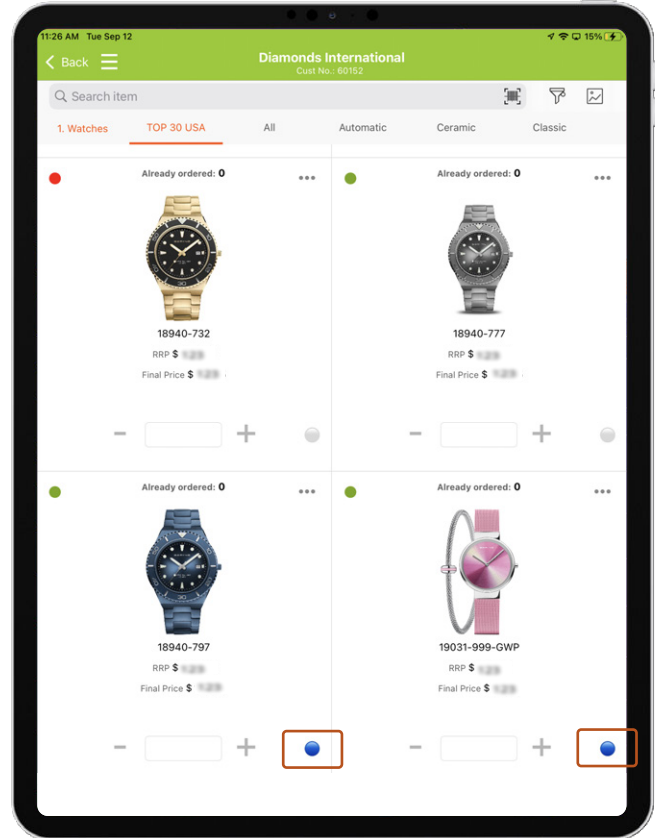


Selected Items

The "selected items" feature is designed for stocktaking purposes at stores. Whenever a sales rep visits a store, he needs to compare the current items in the store to the package this store is associated with. This comparison helps sales reps identify which items are missing from the store's inventory. Items that are already present in the store are marked with a blue dot, signaling to the sales reps not to reorder them. This list of marked items is typically not saved for future orders, as it may vary with each visit.



**Implemented
in 2 hours**



Next Availability Date (ETA)

BERING uses a color-coded system to offer users instant visual cues about product availability. Specifically, green indicates high stock levels, orange is for medium stock levels, and red signals low stock levels.

In instances of low stock, users are provided with an Estimated Time of Arrival (ETA) displayed beneath the quantity selector. This ETA field remains hidden when no data is available.

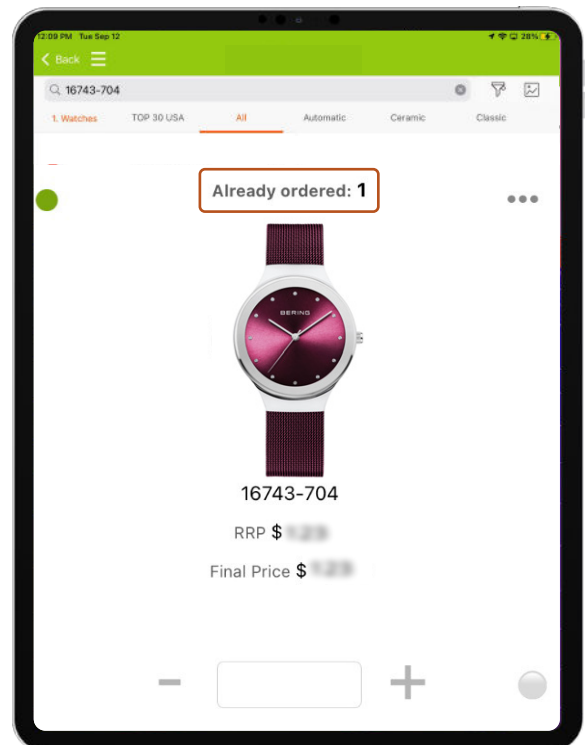
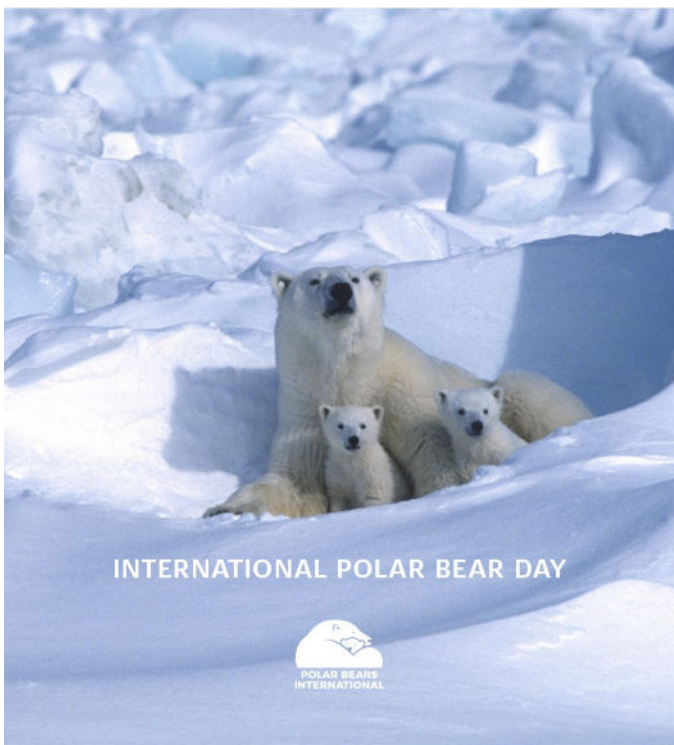


Backorders

This report was designed to provide sales reps with a clear view of back-order lines linked to their customer accounts at the account level and ordered via different sales channels. It provides details like the quantity of items that were ordered but not yet delivered, the order date, pricing, etc and assists reps in keeping track of outstanding orders.

Customer Number	Order Number	Order Source	Order Date	Item Code	Open Quantity	Price	Discount In Percent	Open Amount
11200	107816	Pepperi	12.07.2023	18936-704	1	1,200	1,200	1,200
11200	107867	Manual order entry	13.07.2023	16743-704	1	1,200	1,200	1,200
11200	107867	Manual order entry	13.07.2023	10817-307	1	1,200	1,200	1,200
11200	109164	Manual order entry	08.09.2023	18940-732	1	1,200	1,200	1,200
11200	109164	Manual order entry	08.09.2023	18936-710	1	1,200	1,200	1,200
11200	108696	Pepperi	21.08.2023	19334-334	1	1,200	1,200	1,200
11200	108696	Pepperi	21.08.2023	18640-567	1	1,200	1,200	1,200

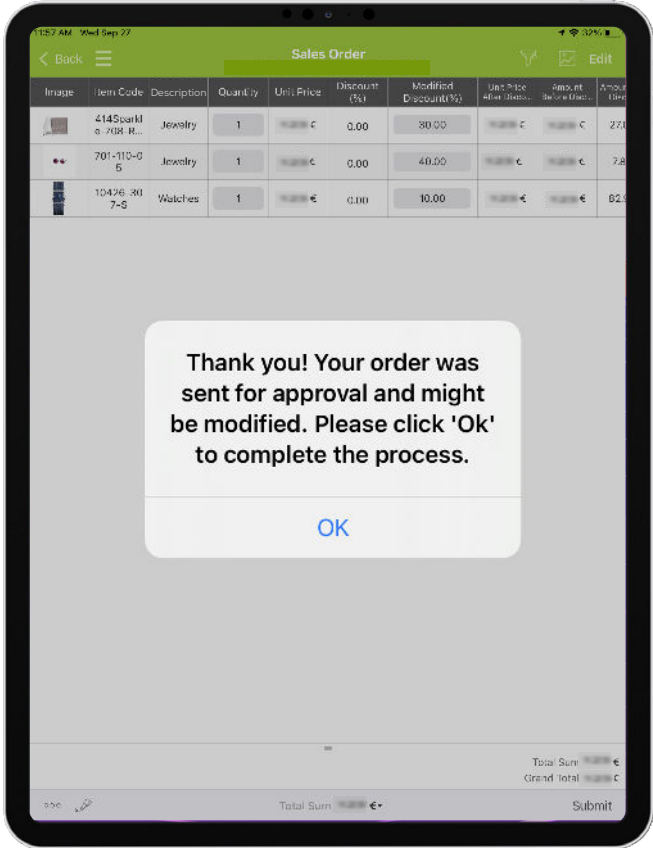
Furthermore, while placing new orders in the order center view, reps can also access information about items and their quantities that were backordered in the past. This feature serves as a safeguard against placing duplicate orders.



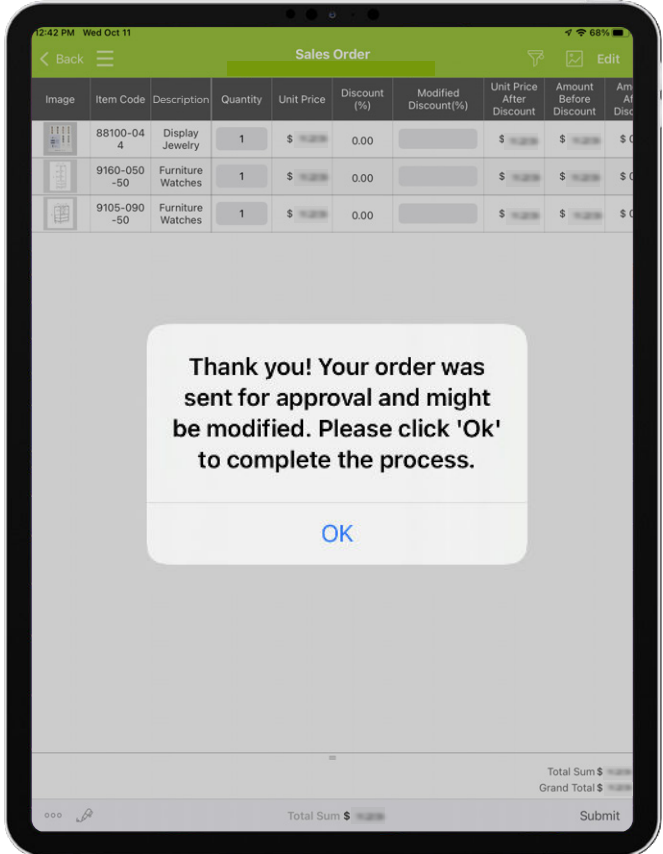
To enable this functionality, Pepperi retrieves data from the client's SQL server, gathers information about items for each account, and stores it in a User-Defined Table (UDT). This data is then presented in a custom HTML field for the customer's convenience.

Order Approval

Leveraging Pepperi's out-of-the-box functionality, BERING effortlessly implemented a dedicated order approval workflow. A crucial aspect for BERING was to grant sales reps the ability to edit the discount field. However, if a sales rep enters a discount exceeding a specified percentage (X%), it requires approval from their manager. Importantly, additional discounts cannot be combined with promotions.

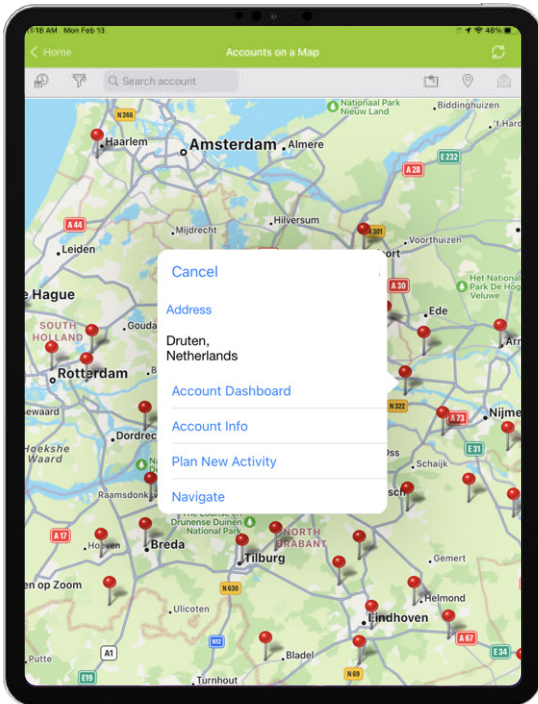


Furthermore, within BERING's catalog, there are numerous high-value furniture items primarily used as stands for watches and jewelry. While these are often provided free of charge, any order including a furniture item automatically triggers the need for managerial approval.

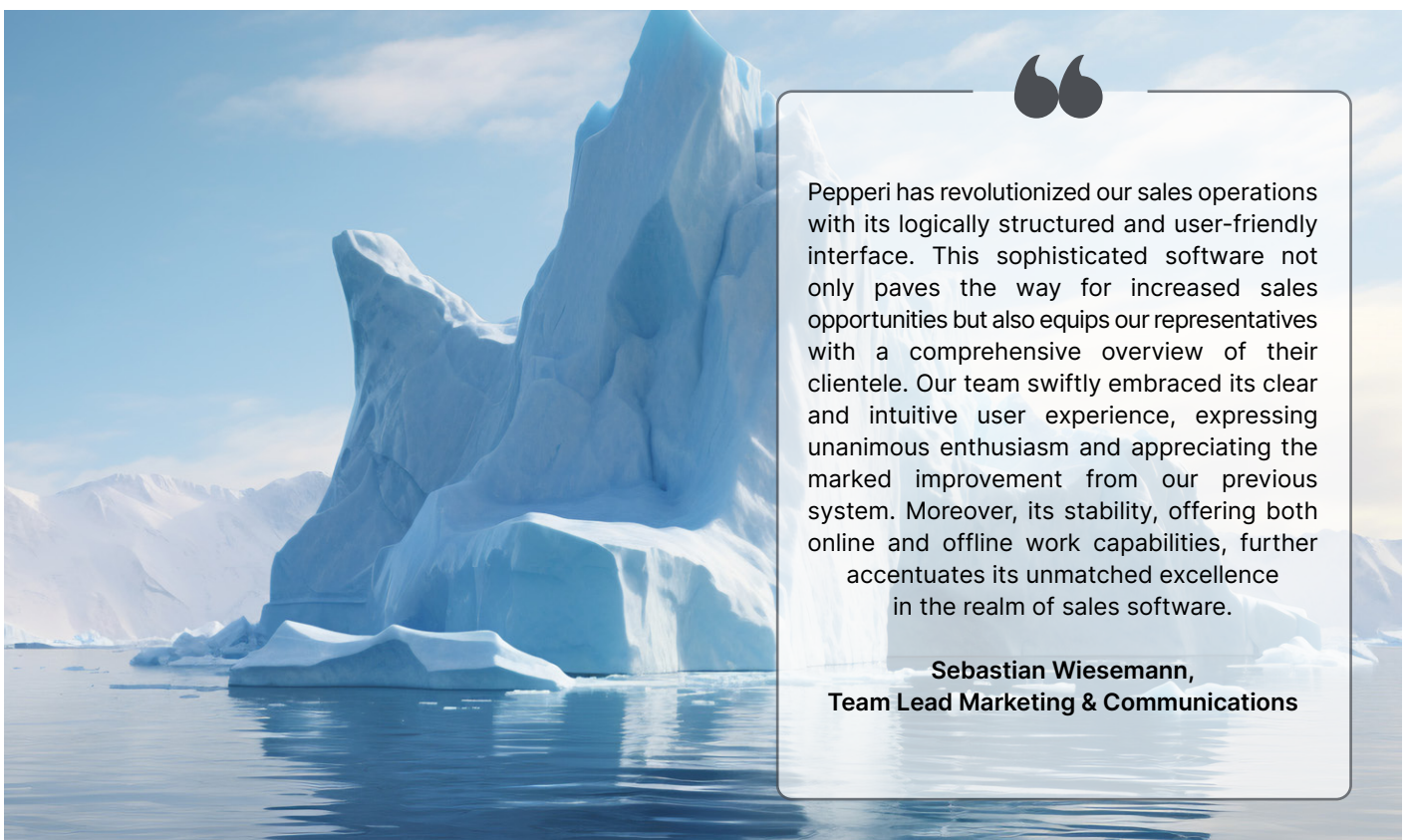


Account GPS Location

The Account GPS Location feature enables sales representatives to visualize their accounts on an interactive map. Each pin represents a specific account and includes a wealth of essential information for the sales reps' convenience. By clicking on a pin, sales reps can access detailed account information such as contact details, purchase history, account status, account dashboard and any special notes or preferences, offering valuable insights before they engage with the customer. BERING's reps can navigate directly from the map interface. With the touch of a button, they can launch GPS navigation apps to guide them to the selected account's location.



**Implemented
in 1 hour**



Pepperi has revolutionized our sales operations with its logically structured and user-friendly interface. This sophisticated software not only paves the way for increased sales opportunities but also equips our representatives with a comprehensive overview of their clientele. Our team swiftly embraced its clear and intuitive user experience, expressing unanimous enthusiasm and appreciating the marked improvement from our previous system. Moreover, its stability, offering both online and offline work capabilities, further accentuates its unmatched excellence in the realm of sales software.

**Sebastian Wiesemann,
Team Lead Marketing & Communications**