



## BUSINESS SOLUTION PARTNERS: BRICK-AND-CLICK APPLIANCE BUNDLE

There's no room for error when selling and installing high-end kitchen appliances from manufacturers like Sub-Zero, Wolf, Viking and Thermador. Not available through traditional retail channels (e.g., Lowe's, Home Depot or Sears), these premium refrigerators, ranges, wall ovens and dishwashers are best sold and supported by providers that can deliver a premier, white-glove experience *every time*.

Creating that end-to-end experience isn't easy and requires a personal touch, attention to detail, some handholding and the ability to see projects through to completion. Orchestrating this process while working under the watchful eye of an extremely discerning customer takes a combination of precision, experience and patience, all of which come together to create a delightful buyer's journey.

“We have our finger on the pulse of your marketplace, and your competition is going after these solutions and providing these high-end services. If you're serious about maintaining competitiveness in the future, technology is the partner that you want on your side.”

**Robert Ferraro**, VP of Sales, Business Solution Partners

To manage in this environment, most distributors rely on proprietary, in-house legacy technology systems. Others are using NCR point of sale (POS) systems or derivatives like Counterpoint (an industry solution geared toward appliance dealers), Reliable Softworks (geared more toward the mainstream appliance industry) and STORIS Retail Solutions.

### **Harnessing the Complexities**

Encompassing the small, single-location dealer that has \$5 million to \$10 million in yearly revenues to the multi-location company that brings in \$30 million to \$50 million annually, the high-end appliance industry represents an extremely specialized niche with unique needs.

While the products it specializes in remain outside of the realm of Big Box stores, this niche is still prone to pricing and margin pressures. Some of those pressures are being driven from the customer level, where many first turn to the internet to kick off education, research and product selection.

Concurrently, the process of selling, installing and supporting high-end appliances to affluent customers has become more complex. For example, many dealers belong to co-op buying groups or centralized hubs (aka, “retail decks”) that they use to place orders. Relying heavily on rebate programs (i.e., sell X number of Samsung products this quarter and get X number of rebate dollars), these dealers are operating in a very dynamic, unpredictable selling environment.

### **Brick-and-Click to the Rescue**

To help the high-end appliance dealer create a high-touch experience for its discerning customer base, NetSuite partner BSP offers the “Brick-and-Click” Appliance Bundle, which can be used in both brick-and-mortar and ecommerce selling environments. The solution helps distributors:

- Extend a positive shopping experience.
- Respond faster to customer requests.
- Minimize process gaps.
- Master the art of omnichannel distribution.
- Provide reliable, accurate information to customers in real-time.

Brick-and-Click includes an integration that enables communication between dealers and their buying groups/retail decks on key points like product availability, “forced” item bundling (where an item must be purchased in a bundle), product pricing, distributor rebates, warranty tracking, service repairs and delivery times.

Brick-and-Click’s driver management module incorporates inventory, warehousing and distribution capabilities ranging from drop-shipment management to daily delivery scheduling to route optimization.

Using electronic signatures and their smartphone or tablet cameras, delivery personnel can quickly obtain the necessary approvals, take pictures of the delivered goods (to show that they were on-time and delivered damage-free) and even receive final payment via their devices.

By aligning with NetSuite and extending the platform's functionality in a way that directly addresses these issues, BSP helps the high-end appliance sector raise the stakes, meet the needs of its discerning customers and improve profitability.

**To know more about Business**

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