

Business Profile

Company:

Bella Bridesmaid Franchise Group
(www.bellabridesmaid.com)

Industry:

Retail, E-Commerce

Location:

Nationwide Franchises (US)

Highlighted Capabilities

Product: Enterprise Edition Complete End-to-End Business Mgmt:

Unique Database per Franchise
New Franchises up Quickly
Data Aggregation for Franchisor

Custom Online Store Pages:

Event Specific Product Selections
Customized by Franchise

Inventory:

Matrix Item Attributes
Over 2M Skus, Volume Pricing

QuickBooks: Import & Export

Challenges

- Product Catalog, Skus & Pricing Management - 2M Skus, 10 attributes Multiple Pricing Levels, Volume Pricing
- Manual Customer Records and Communication - Limited Visibility
- Bridesmaid Order Process and Mgmt
- Bride Order Status Review
- Designer and Purchase Order Mgmt

Solution

- Streamlined Electronic Product Catalog, Skus, Pricing Management
- CRM for Complete Customer Records, Customer Communication Automated
- Bridesmaid Order Process and Management now completely online
- Bride Order Status Review now online
- Designer and Purchase Order Mgmt process automated

Results

- Marked increase in velocity of the business after going live
- Single Integrated Solution for managing the complete franchise business - ordering, CRM, Backoffice
- Significant cost savings in time and personnel for managing operations



Customer Success Story

"We chose Agiliron for its customizability and adaptability to support our complete business process. Agiliron allows our businesses to run more efficiently while improving the client experience - we have already seen significant increase in the velocity of the business as a result."

**- Erin & Kathleen Casey, Owners,
Bella Bridesmaid Franchise Group**



Introduction & Business Description

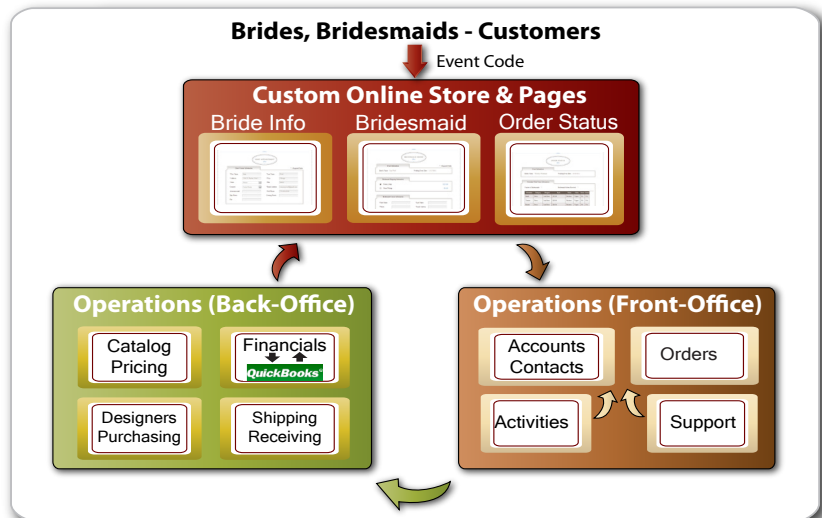
In May of 2000, Bella Bridesmaid was created in San Francisco by a Southern gal Bridget Brown in response to an overwhelming need for stylish, wearable and modern bridesmaid dresses. Realizing the important role of a bridesmaid dress, Bella Bridesmaid provides each Bride with personalized attention in a one-on-one environment surrounded by the latest bridesmaid dresses and accessories.

Franchised in 2006, there are now Bella Bridesmaid locations throughout the country providing personalized service in individually owned and operated franchise boutiques.



In July 2012, Kathleen Casey and Erin Casey Wolf purchased the company after 5 successful years working with Bridget Brown as Chicago franchisees. They look forward to automating much of the back end of the business while offering a sophisticated online ordering process to clients.

Business Process Flow



Business Profile

Address:

1 East Delaware St., Suite 200
Chicago, IL 60611

Phone:

1.312.339.6025

Website:

www.bellabridesmaid.com

Industry:

Retail, E-Commerce

Location:

Nationwide Franchises (US)

Business:

Retail Boutique for Bridesmaid Dresses

Quote

"The Agiliron team has been tireless in their approach to understanding our business. The true value of Agiliron shines through in the exceptional support and responsiveness we received when there is a question or need. We are confident we are in excellent hands and look forward to seeing where this partnership brings our business."

*- Erin & Kathleen Casey, Owners
Bella Bridesmaid Franchise*

Additional Customer Success Stories

Visit Web Site:

www.agiliron.com/customers

For More Information

Address:

10940 SW Barnes, Ste. 217
Portland, OR 97225

Phone:

1.855.AGILIRON - 1.855.244.5476

Email:

info@agiliron.com

Web Site:

www.agiliron.com



Customer Success Story

Challenges and Pain Points

- Product Catalog, Sku, Pricing Management – With Bella Bridesmaid carrying product lines from a variety of designers, the volume of skus that needed to be supported exceeds 2M. Managing this was extremely cumbersome, very error-prone & enormous training ramp for new employees.
- Manual Customer Records and Communication - Lack of automation associated with standard emails at various stages of the sales process. Limited visibility to customers divided between paper, spreadsheets and emails.
- Bridesmaid Order Management – Paper order forms submitted through the store or faxes required manual processing of the orders for payments as well as manual entry of the order information into QuickBooks, a very time consuming process. With most orders requiring credit card processing, PCI Compliance was a concern.
- Bride Order Status Review - Brides like to stay on top of the current status of orders in preparation for the event - this required resources dedicated to supporting our customer calls.
- Designer and Purchase Order Management – Purchase orders are initiated to the designer to manufacture the dresses per the requested specifications by the Bridesmaid. These purchase orders are manually generated using forms provided by each individual designer - another time consuming process.



AGILIRON Solution and Business Results

Edition, Users & Roles

- Edition: Enterprise Edition
- Users: Franchise Owners, Franchise Employees, Franchisor

Challenges Addressed & Results

- Streamlined Product Catalog, Sku, Pricing Management
 - Product Catalog from all supported Designers converted to Electronic form - including product images
 - Catalog organized by Designer and Categorized by Matrix Item Skus by Fabric, Color etc.
 - Pricing information captured into different PriceBooks for different pricing levels - include volume based pricing
- CRM for Customer Records and Customer Communication Automated
 - Single Customer database of all Customer information
 - All Standard Email Communication captured as Templates and automated where applicable
- Bridesmaid Order Process and Order Management now Online
 - Custom Online Order Forms for Bridesmaid Orders to be placed online - facilitates out of state orders
 - Orders automatically captured to the Agiliron CRM and associated with Bride party
 - Automatic PCI Compliance with adoption of Agiliron & Electronic Transfer to QuickBooks
- Bride Online Order Status Review Designer
 - Custom Online Order Status Review URL for each Bride party
 - Significantly reduces the support calls from customers to enquire the status of orders
- Designer and Purchase Order Management
 - Automatic generation of Purchase Orders to Designer from Bridesmaid Orders



Impact on Business

- Marked increase in the velocity of business after going live
- Single Integrated Solution for managing the Complete Franchise Business - Online Ordering, Back-office and Front-office functions, QuickBooks Integration
- Significant cost savings in time and personnel for managing daily operations

Adoption & Deployment Timelines

- Live Nationwide June-September 2012