

"We have seen a reduction in costly sales errors and associated product returns as well as a reduction in volume of traffic to our pre-sales teams for low-level enquiries now dealt-with by iQuote."

Greg King

D&H, HP Inc. and Hewlett Packard Enterprise Unit Director



Service

iQuote

Requirements

D&H needed a tool to reduce/manage the workload of the sales team.

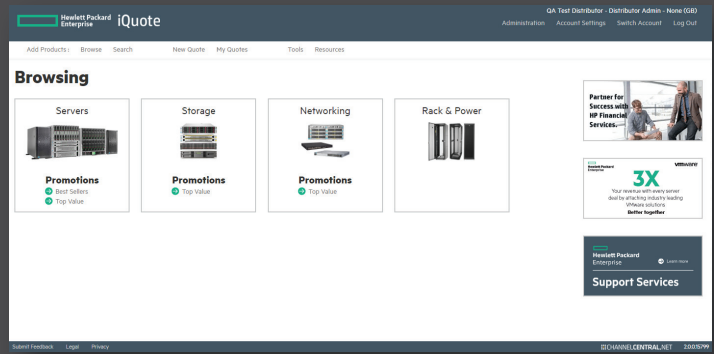
The Background and Challenge

D&H Distributing is a leading technology distributor of IT and electronics offering end-to-end solutions for today's reseller and retailer and the clients they serve across the SMB and Consumer markets. Starting in 1918 as a small business followed by 98 years of distribution experience that spans the days of the first colour TV, the first home PC and the first gaming system, D&H is rooted in the tradition of taking a hands-on role in helping customers and manufacturer partners achieve their goals. Every customer, regardless of size, is given their own dedicated account representative who functions as a personal, knowledgeable industry consultant, working more like a partner participating in your ongoing strategy than like a salesperson.

D&H distribute Hewlett Packard Enterprise (HPE) Server/Storage/Networking Smartbuy and BTO products. Much time was spent supporting the sale of these products with lots of product training and reliance on technical specialists.

Solution

D&H first heard about iQuote when they launched the extended lineup from HPE in Sept 2014, and they were strongly encouraged by their Partner Business Manager to integrate iQuote into their sales model. By early 2015 iQuote was integrated into the business and they were using it widely for HPE configurations.



At the time, D&H felt they needed iQuote in the business to help with the launch of the extended HPE business and to manage the workload of the sales team.

Implementation and Benefits

D&H initially used iQuote internally for the HPE Sales Specialist teams as well as Pre-Sales Support as an inside sales tool. When asked the main benefits iQuote has brought to the business, Greg King from D&H said; "We have seen a reduction in sales errors that lead to costly product returns and reputational damage. We've also seen a reduction in the number of low-level enquiries flowing into our pre-sales teams as they are now dealt with by D&H's iQuote service."

After realizing the benefits iQuote was bringing to the business D&H launched iQuote on their website for their resellers to take advantage. Since doing so, they have also noticed a reduction in reseller enquiries as they are now self-sufficient; which enables more D&H sales and technical resources to focus on deals that require touch.

When asked about features and benefits of iQuote, Greg King said that; "A particularly useful feature of iQuote is the acknowledgement email when a reseller stops a quote or order. We can use this to follow up to close the sale." D&H also stated that "the tool has helped team productivity".

All hosts of iQuote have the option to include Banner Advertising Campaigns in their instance. The D&H Marketing Team work extensively with channelcentral and complementary Vendors to advertise within the tool and promote key promotional products and services.

Recommendations

When asked about iQuote, Greg King said that "We would absolutely recommend iQuote to other organizations as there has been a big improvement in work flow."

We later asked about the D&H relationship with channelcentral.net and the response was equally positive: "We would absolutely recommend working with channelcentral – they have been very focussed on helping D&H grow our business. They helped us set up and integrate iQuote into our website. The support services we receive from channelcentral are excellent, the team is always ready to support us."

For more information on iQuote please visit
www.channelcentral.net/iQuote-directory



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iQuote User Group