

Manufacturing Case Study

Barrette
OUTDOOR LIVING 



BARRETTE OUTDOOR LIVING.

ACCELERATING DIGITAL INITIATIVES TO GROW SALES, ENGAGEMENT, AND ACQUISITION.

ABOUT THE CUSTOMER.

Barrette Outdoor Living (BOL), established in 1975, is a leader in the outdoor living product industry, providing a diverse and flexible range of solutions that bring homeowners' dreams to life. Their products are ingeniously designed and meticulously engineered to hold up to family, life, and nature — beautifully transforming any outdoor space. At the core of their business is a passionate team who takes great pride in craftsmanship and possesses a dedication to creating the solutions professionals and homeowner's demand.

CHALLENGE AND BUSINESS PAIN POINTS.

BOL, saw a need for digitalizing and transforming their business and its processes to retain its competitive advantage in the industry.

Since BOL has a complex structure that includes many brands, products, and countries - it became paramount to have an integrated system that would allow them to aggregate their business data and present a 360-degree view of their distributors, contractors and consumers.

They identified the need to start collecting meaningful data such as product registrations and corresponding warranty claims to have a better understanding of their product quality and issues and drive actionable insights from their end consumers (direct homeowners).

They also wanted to better understand and optimize their relationships with their retail partners, dealers, contractors, architects,

etc. to identify opportunities to drive sales and revenue.

Many processes such as bid for projects and follow-ups were done manually or on disparate tools, such as excel sheets, making it difficult to collaborate internally and identify trends to make intelligent and timely decisions.

Although a strictly B2B retailed company, they saw a need for personalized and at-scale B2C communications, alongside their current B2B interactions.

Being a small team that oversee international activities, they also wanted to automatize processes and communications to ensure their team's time is spent on business objectives, rather than menial time-consuming tasks.

RESULTS AND BUSINESS IMPACT

LIMITING INTERNAL SILOS

by aligning systems
and internal processes

INCREASED SALES OPPORTUNITIES

through automated
business processes

+150%

in lead acquisition
and prospecting

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SOLUTION.

- **Integrated solution:** Build a customer 360 by integrating data from the ERP, Outlook, phone system, construct connect, website, chat and product management system and data to combine transactional, behavioral, and demographic data in real-time.
- **Customers and buyers' journey:** Analysis and understanding of customer touchpoints, alongside customer views based on Microsoft proprietary audience intelligence.
- **Trigger workflows and processes:** Using Power Automate and AI to automate business activities and identify sales opportunities
- **Store visit app:** Enable retail reps to standardize their store visit process and collect information through a mobile app linked to CRM.
- **Engagement strategies:** Consolidation and alignment of all marketing strategies to ensure the best customer experience, including email (inbound, nurturing), event management, social management, lead acquisition, landing pages and website pages, subscription management, surveys, and forms, etc.
- **Reporting dashboards, analytics, and Power BI setup:** Complete analytics and business intelligence to define and track key performance indicators and ensure ROI
- **Territory Management:** Defining retail stores territories to visualize and optimize the day-to-day operations
- **Account and Contact Management:** Assign and keep an eye on the different activities for your clients/dealers and trigger actions based on those activities

CONCLUSION.

By implementing Microsoft Dynamics 365, the company modernizes its systems, internal operations and optimizes its sales and marketing activities. They were able to accelerate in their motive to get closer to their end consumer while maintaining and improving their relationships with their existing distributors, retailers, contractors, suppliers and architects.