

Infopia Case Study: Prime Electronic Components

Prime Electronic Components is the retail arm of Dan-Mar Components, an industry-leading independent distributor of electronic components and telecommunication equipment. In 2005, Prime Electronic Components started listing their products on eBay. After finding success online, the company branched out into other product areas. They now sell everything from high-end test equipment, computers and MP3 players to military surplus, lawn sprinklers, and pneumatic tools. Management teams from different divisions work in unison to deliver aggressive prices to wholesale and retail customers in today's competitive electronics industry.



Location:	Long Island, New York
Website:	www.primelec.com
Market Segment:	Consumer Electronics
Technology Needs:	Customer Relationship Management Multi-channel Inventory Management Access to New Online Markets
What They Have Experienced:	60% increase in sales 30% reduction in fees 60% reduction in time spent on email 30% reduction in overall email volume

The Situation

Originally a catalog business, Prime Electronic Components started selling online by listing inventory on a simple website and taking orders via phone and fax. Then they gradually started selling on eBay, adding more and more inventory as items sold. As revenue from online sales grew, they looked to expand into several other online marketplaces, but were quickly met with the challenges of selling in a multi-channel environment. They discovered that if they wanted to sell through different online sales channels, they had to manage them with separate software. This required Prime Electronic Components to manually process and transfer inventory data to keep the numbers straight across the different software systems. In addition, they were overwhelmed with email from eBay, Amazon, and www.primelec.com and needed a way to centralize and manage it more effectively.

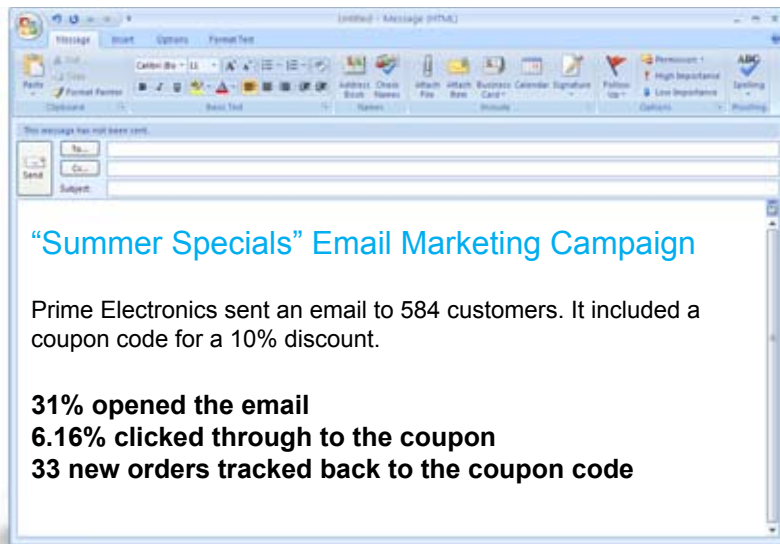
Finding the Right Solution

For 3 ½ years, Prime Electronic Components looked for a solution that could help their company not only expand into other selling channels, but also manage inventory from a single place. They could not, however, find a good fit. In addition, Prime Electronic Components had a hard time finding an easy-to-use CRM solution. Other solutions they looked at were too complicated and hampered their ability to delegate different parts of the sales process to multiple employees. Because the structure of Prime Electronic Components is unique, they needed to track items and metrics that are specific to their business. After research, trials, and testing of several different eCommerce solutions, Prime Electronic Components finally decided on Infopia. With Infopia Transact's open, flexible platform, they could automate and simplify much of their business—giving them more time and resources to help them grow.

Reving Up an eCommerce Growth Engine

In their first year using Infopia Transact, Prime Electronic Components not only increased their sales by over 60%, but also reduced their fees by 30%. They currently market through eBay, eBay Stores, Google Base, Amazon and their website, www.primelec.com. In addition, Infopia Transact is integrated with salesforce.com—the leader in CRM solutions. It centralizes and automates Prime Electronic Component’s customer service efforts, so they don’t have to jump between different applications to view customer data. They are able to track all customer interactions, such as phone and email conversations, and more easily track returns. Email support used to take three-quarters of a day to handle, but now only takes two hours. This frees up 25-30 hours of labor per week. Prime Electronic Components has also created a library of solutions, known as a Knowledge Base, that has reduced their daily email load by 30%.

Recently, Prime Electronics used Salesforce a marketing campaign to a select group of customers. This was made possible by the tight integration between award-winning eCommerce and CRM solutions.



WHAT THEY'RE SAYING

“The combination of Salesforce and Infopia Transact has made our CRM nearly seamless. It allows us to give our customers support options that we had previously never thought of. The customer reporting and dashboard options have given us the ability to better analyze our sales and customers to focus our marketing and purchasing efforts and better serve our customers.”

~ Al LaPeter, Prime Electronic Components

What's Next?

Now that their eCommerce operations are centralized and their CRM is under control, Prime Electronic Components has free time to pursue proactive marketing campaigns and research new products to increase sales. To that end, Prime Electronic Components plans to send segmented email promotions to customers based on previous purchases. And that’s just the tip of the Salesforce iceberg. Prime Electronic Components is currently exploring new opportunities in Salesforce—such as web-to-lead forms and product sourcing—that will continue to grow their business by leveraging their existing customer base.



Infopia provides software and best practices to help merchants grow their online business. From inventory and order management to expanding sales on websites, comparison shopping engines, and marketplaces like eBay and Amazon, Infopia has the right tools to help increase online revenues. Infopia is an award-winning eCommerce software company headquartered in Salt Lake City, Utah. For more information, visit www.infopia.com or call 888.337.6352.