

Case Study

Azox eSource B2C triples Dr.Hauschka’s web store sales within one year.

Company

Dr.Hauschka
www.drhauschka.com

Industry

Natural Skin Care

Technology Used

eSource B2C
eInterface Promo Pricing
Credit Card Extension (CCE)
Store Locator
Hosted Connector
Option Family
Microsoft Dynamics® GP

Business Benefits

- Conversion rate (a key metric for measuring online sales effectiveness) has increased three-fold since Azox B2C was launched.
- 80% of their B2C orders are now placed online, rather than by telephone.
- Ability to share Dr.Hauschka products and offers across social media networks
- Ability for customers to store multiple shipping addresses, facilitating additional orders.
- Azox Credit Card Extension has significantly reduced the finance department’s workload.

About Dr.Hauschka

Headquarter: South Deerfield, MA

Dr.Hauschka is one of the world’s most trusted natural skin care brands. For over 40 years, Dr.Hauschka’s Skin Care products and business practices have been based on a holistic philosophy. Their products are certified natural, containing only the highest-quality plant and mineral ingredients. Every plant’s origin is carefully researched making sure it comes from an ecologically and ethically sound source.

Dr.Hauschka products are developed and manufactured by WALA Heilmittel, a German holistic pharmaceuticals company. They are currently distributed in over 30 countries and were introduced in the United States in 1967.

Business Challenge

As a pioneer of natural cosmetics, Dr.Hauschka remains strongly committed to providing its customers the finest products available for the health of their bodies and skin. As consumers embrace Dr.Hauschka’s products for radiant skin, a review of the company’s retail ordering and payment processing systems was considerably less glowing.

Dr.Hauschka boasts a strong network of stores and spas. However, they needed a more efficient means of reaching a wider audience. A custom, informational website was developed, yet it lacked interface with their ERP system. The site also required constant upkeep and offered no flexibility. They were looking for a solution that could be deployed quickly and connect directly into Microsoft Dynamics GP.

The company was also processing catalog telephone orders on an outdated payment processing system where their website host company had to process every transaction and remit an authorization.

Azox Solution

Dr.Hauschka selected Azox eSource B2C solution including related products, store locator and option family modules. Built on Microsoft Dynamics GP, Azox transformed the company’s website into a fully functioning web store with direct access to live data on their back office system.

The company also implemented Azox Credit Card Extension, completely automating the payment process and allowing Dr.Hauschka to process their own transactions in a completely secure environment.

“Thanks to Azox’s fully integrated solution, our finance department spends less hours doing reporting and processing refunds, and more time on relevant tasks.”

Jason Constantine,
IT Solutions Manager, Dr.Hauschka

Dr.Hauschka
Skin Care

Results

Azox eSource B2C is an effective solution that has streamlined Dr. Hauschka's operations while allowing them to customize it according to their needs. It offers consumers direct access to products, availability, order tracking and sales history, all within an integrated website.

Conversion Rate has Tripled

The conversion rate on Dr. Hauschka's website, meaning how often a visit to the web store turns into a purchase, has increased three-fold since the site was launched, representing a significant return on their investment.

Shared Products and Offers Across Social Media Networks

Dr. Hauschka Skin Care Facebook and Twitter follower base is growing steadily. Azox Promo Pricing module allows the company to set-up special offers that followers can then post or forward, giving Dr. Hauschka's products tremendous exposure. It also allows them to measure the impact and effectiveness of social media campaigns.

"The ability to share links with special offers using Azox Promo Pricing allows us to provide an added value to the community that follows Dr. Hauschka on the web."

Jason Constantine,
IT Solutions Manager, Dr. Hauschka

Increased Focus on Wholesale Clients

Customer service representatives spent a great deal of time servicing and tracking existing orders, as well as resetting passwords. Since eSource B2C automatically e-mails order confirmations, shipping and tracking information, their time is now better utilized working with wholesale customers to increase revenue.

Credit Card Extension (CCE)

Dr. Hauschka's former payment processing tool processed web orders live. This meant that whenever a customer wished to make a change, even immediately after ordering, the charge had to be cancelled and the entire process repeated. Azox CCE, on the other hand, allows for batch processing which provides increased flexibility.

"We are very pleased to have switched to Azox Credit Card Extension. It is fully integrated into our website and lessens the burden on the finance team."

Jason Constantine,
IT Solutions Manager, Dr. Hauschka

ABOUT AZOX

As a Microsoft Managed ISV, Azox is a recognized leader in e-commerce solutions for Microsoft Dynamics market. Azox develops and delivers fully integrated e-commerce solutions, online payment solutions, and distribution modules to businesses of all sizes and all kinds around the world. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

- *E-Commerce Solutions*
- *E-Payment Solutions*
- *Online Bill Pay Solutions*

This industry leading e-commerce suite includes eSource B2B, eSource B2C, eSource Sales Portal, which provide fully integrated web storefronts that are built on Microsoft Dynamics GP.

E-Payment Solutions include our Credit Card Extension for Microsoft Dynamics GP and Online Bill Pay for online payment processing.