

Case Study

Azox eSource B2B site connects Red Hawk parts and accessories with golf carts across America

Company

Red Hawk, LLC
www.golfcart.com

Industry

Wholesale distribution of parts and accessories for golf carts.

Technology Used

Azox eSource E-Commerce Engine
Azox eSource B2B and eCatalog
Azox eSource Sales Portal
Azox Credit Card Extension (CCE)
Azox Exception Pricing, Extended Pricing
Microsoft Dynamics® GP

Business Benefits

- Ability to control a large volume of fulfillment and drop ship orders effectively and efficiently, without increasing overhead.
- A reliable credit card solution. The company is now able to focus on their core business while Azox CCE handles transactions and authorizations seamlessly.
- Eliminate manual entry errors. As a wholesale distributor, orders come to Red Hawk from consumers to dealers to sales people. This solution has helped streamline the processes between the network dealers and Red Hawk sales staff.

About Red Hawk

Headquarters: Baltimore, MD

Red Hawk provides retail dealers and distributors a large selection of top quality accessories and parts for golf carts. With over 2,000 products, they are a leading wholesale provider focused on superior service and quick turnaround/distribution.



Business Challenge

Customers look to Red Hawk when they need parts and accessories to keep their golf carts in top shape. With growing demand for their products, they needed to recondition their own internal process. Red Hawk management was looking for a solution that was able to handle the increasing amount of product fulfillment and drop ship services they provide to dealers nationwide.

Their 225 page catalog featuring their large inventory is an important tool for their customers. The need to offer an online option was clear. At the same time, their credit card processing software was causing banking issues and customer frustration. They required a solution to make order processing easier, more cost-effective and less time consuming.

Azox Solution

Azox developed an eSource B2B Business site utilizing eSource eCommerce engine and eCatalog, which now contains the same detailed information from their popular print catalog. They also implemented a new credit card solution and a sales portal to allow sales professionals access to additional information and internal communications.

“We were impressed by the quality of the Azox team and how easy eSource integrated with Microsoft Dynamics® GP.”

*Karen Parks,
Chief Financial Officer, Red Hawk*

Results

Red Hawk has over 1000 dealers reselling their products annually. A year after implementing the Azox e-Commerce solution, one-third of all orders were placed online versus other traditional methods. As Red Hawk continued to grow, they were able to handle the increased number of sales with the existing sales team and did not need to hire additional staff which led to significant savings. In addition, the current sales force has been able to focus on growing accounts and providing a high level of service due to the automation of many tasks.

“Without the new eCommerce website, we would have had to hire at least two additional people which would have significantly increased our overhead costs.”

Karen Parks,
Chief Financial Officer, Red Hawk

Additional Value

An effective Credit Card Solution

Azox Credit Card Extension was seamlessly integrated into the overall solution and solved all the banking issues they were having with their previous provider.

“We were thrilled with Azox support; they went out of their way to help and support us, even beyond the scope of work.”

Karen Parks,
Chief Financial Officer, Red Hawk

Support for Sales Professionals

Sales portal is also an important informational tool for Red Hawk sales teams. They now have access to all data pertaining to each customer in one place. They can easily look up a customer history, track pending orders, view estimated fulfillment times, which has improved customer service and satisfaction.

A large percentage of traditional customer service calls included issues related to operations like invoice requests and inventory availability. Now that customers are able to access all their information and history online, the volume of calls has decreased. This has allowed sales and customer service staff to focus on customers' concerns and growth opportunities.

ABOUT AZOX

As a Microsoft Gold Certified Partner and Strategic 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*
- *Dynamics Extensions*
- *Distribution Modules*

This industry leading e-commerce suite includes eSource B2B, eSource B2C, eSource SalesPortal, and eCatalog, 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 Credit Card eInterface for online payment processing.