

# ROLUX CASE STUDY

Rolux

  
braintree  
Masters of Microsoft



## BRAINTREE PARTNERS WITH ROLUX TO TAKE LAWN CARE AND CUSTOMER SERVICE TO THE CLOUD

From lawnmowers to chainsaws and brush-cutters to spares and parts, Rolux is a proudly South African company with a wide range of quality products that has been operating for over 60 years. Having been a family-owned business, which was bought by another family four years ago, this established lawn care operation came with an array of professional, specialised and niche products but with outdated technology and systems.

### CHALLENGE

Given the focus of the business on customer relationships and the need to enable customers to access information in real-time, Rolux's Tracy Williams says that partnering with Braintree for a dealer/customer portal solution and moving to StoreFront built on Microsoft's Dynamics 365 Business Central, a true-cloud Business Management Solution (ERP), was crucial.

*"We found that customers were buying products and spares out of habit and knew our stock codes, but didn't have insight into our broader basket of over 1000 products that are available," she says. She adds that the business soon realised that they needed to empower customers with information about the entire range, as well as give them access to price changes, codes as well as marketing and social media material. "Supporting our customers was our driving force".*

### SOLUTION

Implementing Braintree's StoreFront solution, which she refers to as the dealer portal, has not only led to an increase in sales across the product range but also ease of use for customers to be able to centralise the warranty processes, access past invoices, check what products are on backorder, have real-time access to their account details as well as log queries.

StoreFront also enables customers to access information, manuals and images across all Rolux products, as well as stock availability, which means they are able to assist their own customers with all the necessary information at their fingertips and at the point of sale.

*"Previously, customers would call or email to ask about stock availability and pricing, with the back-and-forth communication delaying the process. With Microsoft Dynamics 365 Business Central and partnering with Braintree to design and implement StoreFront to meet our needs and the needs of our customers, our customers now have real-time access to the right information. It has been a game changer," she says.*

# BENEFITS

## NAVIGATING CHANGE AND CUSTOMER-CENTRIC INNOVATION

Williams says as with any system change of this magnitude, there are challenges, mostly because the majority of their customer base was used to the more traditional means of ordering via email and phone.

*“Change management is integral to the process, both within her own team and amongst their large customer base. Fortunately, the value of the new system far outshone the challenges, with all involved soon realising that this upgrade in technology improved efficiency, eased workloads and reduced human error.”*

Another advantage to the seamless integration was using insight and feedback from customers in terms of the best and most efficient methods to categorise stock. Getting customers to interface with the system as soon as possible also enabled Rolux and Braintree to flag any issues.

While the system has been up and running for a few months now, customers are still urged to log feedback or suggestions to make the system even more efficient.

*“A crucial part of this move was keeping customers part of the whole process, from start to finish,”* Williams says.

Another key learning was the benefit of getting the sales team to talk to their customers, take them through the system and get their feedback. Now, when one of the team receives a three-page order via email, they can contact the customer directly, share their username and password and together get them familiar with the dealer portal. *“This frees up so much time, and enables us and our dealers to focus more on what really matters – the customer experience”.*

## THE ROLUX-BRAINTREE PARTNERSHIP

Williams says that her initial research into other dealer portal solutions found that most were globally based, which came with dollar price tags. She says that while price point was a driving factor for choosing Braintree as their implementation partner, the support, enthusiasm and hands-on approach from this IT solutions provider led to a very smooth adoption and fruitful partnership.

With Rolux having recently entered the US market with one of their products, Williams says that Storefront by Business Central has proven superior compared to the many options she has found to be available in that market, showing just how ahead of the curve South African tech solutions really are.

<b>PRODUCT &amp; SERVICES PROVIDED:</b>	StoreFront - e-Commerce Platform
<b>ORGANISATION SIZE:</b>	40 employees; 3 branches
<b>INDUSTRY:</b>	Machinery - landscaping equipment
<b>COUNTRY:</b>	South Africa
<b>BUSINESS NEED:</b>	A dealer/customer portal solution that enables customers to access products and information in real-time.

For more information, visit us at [braintree.co.za](http://braintree.co.za)

Voyager Building, Rutherford Estate,  
1 Scott Street, Waverley, 2090  
PO Box 369, Rivonia, 2128  
South Africa

Tel: +27(0)11 455 6248  
[enquiries@braintree.co.za](mailto:enquiries@braintree.co.za)

