

Case Study

How Yerecic Label Delivers a Fresh B2B Ecommerce Experience

Industry: Label Manufacturing and
Laminates (B2B)

ERP: Microsoft Dynamics GP

k·ecommerce.
powered by **mdf commerce**



Yerecic Label began as a small family business in Pittsburgh, Pennsylvania, over 50 years ago. They provide engaging on-pack label solutions for the grocery and fresh food industries and have expanded their business to serve customers across the United States and internationally.

Throughout the years, Yerecic has prided itself on providing the latest label technology, such as variable data and microwave-safe packaging, to its customer base.

Initially, the company stored orders and customer data on a home-built system that was difficult to maintain and grow.

As the customer base grew, they realized the need for an ERP solution and chose Microsoft Dynamics GP because it could handle multiple locations and integrate with ecommerce solutions.

After migrating fully to an ERP solution, another need surfaced: customer requests for online ordering. k-commerce helped Yerecic Label build an online store that improved the ordering process for their sales team and customers.



US FLAG IMAGE

Code: FLAG0001

Connect to view price

Qty avail: 24

Availability: Stock is in Rolls



PRODUCT OF USA

Code: FLAG0002

Connect to view price

Qty avail: 23

Availability: Stock is in Rolls



**LOCAL KRAFT LOOK SMALL
RECTANGLE**

Code: LOCAL001

Connect to view price

Qty avail: 30

Availability: Stock is in Rolls



LOCAL KRAFT LOOK CIRCLE

Code: LOCAL002

Connect to view price

Qty avail: 20

Availability: Stock is in Rolls




Yerecic Label stock labels

Challenge

As their customers grew accustomed to the online ordering platforms offered by other label vendors, Yerecic knew that ecommerce was the next step.

They needed an ecommerce solution that integrated with Microsoft Dynamics GP and offered a user-friendly ordering experience for their customizable products.

Specifically, Yerecic Label wanted an ecommerce platform that could:

-  **Transfer orders from their ecommerce storefront to their ERP system**
-  **Update their website with real-time product information**
-  **Provide a superior online customer experience**



**Microsoft
Dynamics GP
Integration**

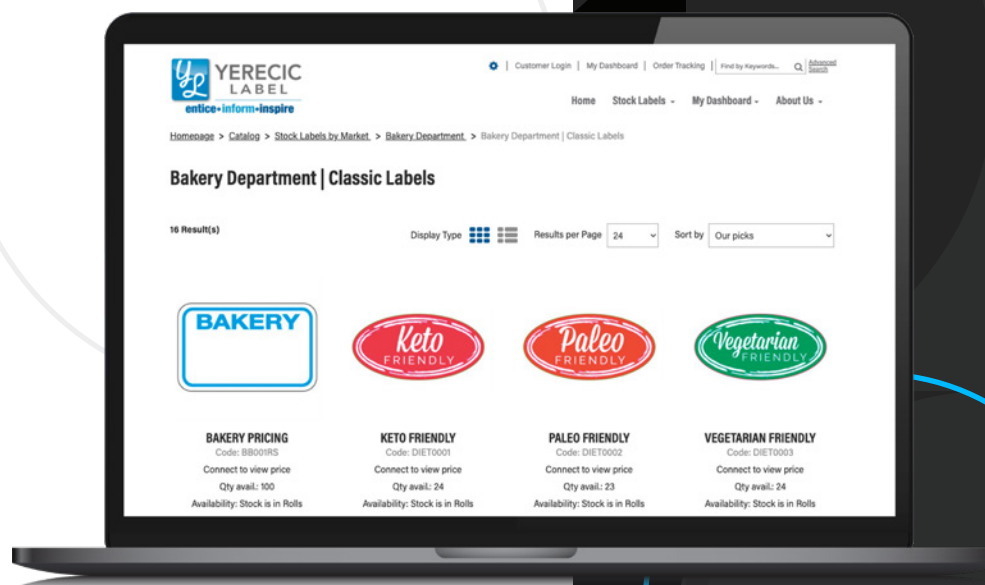


Solution

Yerecic Label decided on k-e-commerce as their B2B e-commerce solution after speaking with customers and figuring out what features they wanted for online ordering.

Since k-e-commerce integrated seamlessly with Microsoft Dynamics GP, it was the best fit for Yerecic's business needs and their customers' preferences, offering:

- ▶ Order processing with ERP integration
- ▶ Ability to handle large and complex orders
- ▶ Instantaneous website updates of product information from ERP system
- ▶ User-friendly and visually pleasing customer-facing website
- ▶ An online store for customers to place orders at any time
- ▶ Useful resource center and knowledgeable support team



“ ”

k-e-commerce's platform was easy to set up and configure. The knowledge base has a wealth of information to help you along the way.

Kristin Yerecic Scott,
Marketing director



How k-e-commerce helped Yerecic freshen up their customer experience

During the implementation process, k-e-commerce gave Yerecic Label all the tools they needed to create a successful ecommerce storefront and streamline order processing.

- **Microsoft Dynamics GP integration**
k-e-commerce sends all orders and customer information directly to Yerecic Label's existing ERP platform
- **Time savings on large orders**
Yerecic Label's online store can handle large orders, saving valuable time for their sales rep team.
- **Easy product information management**
k-e-commerce's ERP integration allows for quick product information updates on the website.
- **Correct orders the first time**
Before k-e-commerce, Yerecic's sales team would have to review order specifications 2-3 times. Now customers can get their orders right the first time.
- **Ecommerce store that customers love**
Yerecic Label's customers regularly comment on how the website is visually pleasing and easy to use. Customers can order any time, which supports the company's commitment to the "Speed of Fresh".
- **User-friendly website creation**
It was straightforward for the team at Yerecic to learn the k-e-commerce interface and build an online storefront that customers love.
- **Superior support and knowledge base**
k-e-commerce's support team was always available to help with any issues, and Yerecic Label found the knowledge base helpful and easy to use.

Results

Yerecic Label significantly improved the customer experience by launching an online store with k-e-commerce. Not only could their customers place orders at any time, but the e-commerce and ERP integration also streamlined Yerecic Label's order processing.

Before launching an online store with k-e-commerce, Yerecic Label's sales team had to manually process all orders. This usually involved 2-3 back and forth conversations with each customer to verify that all specifications were correct.

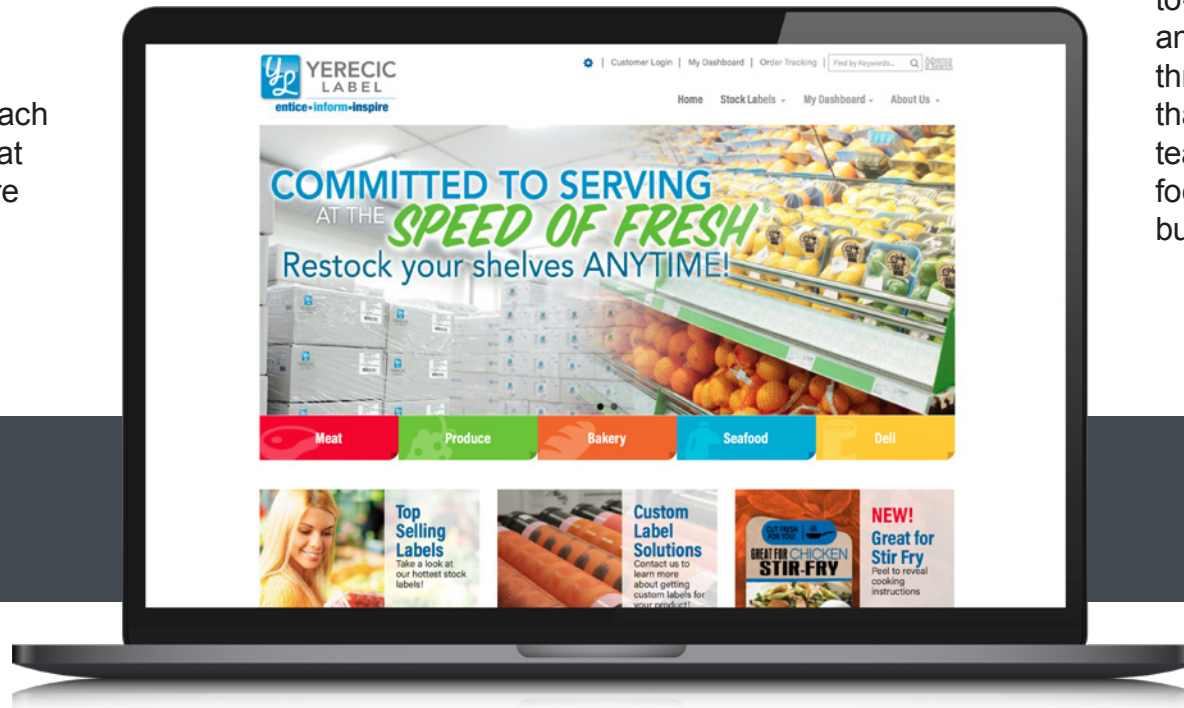
After the launch of Yerecic Label's online ordering website with easy product catalog tags and search features, customers can easily send in new orders and complete the process in a single interaction.

Best of all, it was easy to learn the k-e-commerce dashboard, and with the help of the support team, Yerecic Label

could easily set up customizations they needed for their products.

Now, 20% of Yerecic Label's overall dollar value in orders comes through the website. They can also use data from k-e-commerce, such as abandoned cart metrics, to see which orders could have been in the queue.

Customers love the easy-to-use ordering system, and now that orders flow through the system faster than before, the sales team has more time to focus on generating new business.



About k-commerce

k-commerce is mdf commerce's platform for SMBs, providing all-in-one ecommerce and digital payment solutions integrated to Microsoft Dynamics and SAP Business One.

k-commerce simplifies and accelerates online growth, offering a complete omnichannel ecommerce solution supporting both B2B and B2C engagement.

Strengthening our market position

By combining k-commerce and Orckestra, mdf commerce is strengthening its market leadership position in the digital commerce landscape.

- ▶ The Orckestra headless commerce platform is designed to serve the complex needs of enterprise-level retailers and global brands as they unify omnichannel operations and shopping experiences online or in-store.
- ▶ k-commerce provides SMBs with intuitive, all-in-one ecommerce and digital payment solutions that seamlessly leverage ERP data for automation, security and speed.

Contact us today for more information.

www.k-commerce.com

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website