



B2B ECOMMERCE CASE STUDY: PROFESSIONAL MEDICAL FULFILLMENT

Better tools for customers and salespeople leads to a dramatic sales lift for PMF

THE CHALLENGE

Professional Medical Fulfillment needed a powerful eCommerce platform, with the accessibility that allowed their team to work without expensive outside support.

THE SUCCESS

- **45 percent increase in sales** since the launch of their Zoey site
- **10 percent of their business is online**, up from just 2 percent a few years before
- **Tens of thousands of dollars in cost savings** by being able to manage more eCommerce tasks in house
- **Ability to be more agile** and respond more quickly to customer feedback

NEEDING A NEW SOLUTION

Professional Medical Fulfillment (PMF) had been using Magento as a system and found numerous difficulties using it, as they had to rely on outside help to manage and maintain it. Joan Van Veen, Vice President of Marketing, said, **“It was extremely expensive to hire a team that really knew what they were doing** with Magento, and talk with regular [non-technical] people who could ask intelligent questions. We don’t do developer speak here.”

Since they had to rely on external support to manage their open-source software, they were paying for help supporting servers, as well as keeping software up to date. Those costs are incurred just to keep the site working as is, before they could even invest in anything new or updated for their business.

THE COMPANY



Professional Medical Fulfillment

Founded in 2005

Approximately 25 employees

www.choosepmf.com

WHAT MAKES THEM SPECIAL

Professional Medical Fulfillment puts a customer-centric approach on the medical supply industry, one that has been traditionally less consumer friendly, by helping customers get what they need, despite their busy schedules.

They specialize in offering a personal touch - each customer has a customer service representative they’re assigned that’s there for them whenever they need it.

“It was a constant expense with security patches and even so we sometimes had hackers,” Van Veen said. It was not a rock solid platform. We would rather not think about our website before when we were with Magento. We went from disaster to disaster.”

They decided that they needed something else.

Van Veen said they evaluated Shopify before finding Zoey, and found their B2B capabilities limiting, and it was too geared towards consumers. “Our biggest issue is we have to have group pricing that is very specific - we have a lot of customer groups. Shopify just could not offer that and so that was a dealbreaker for us.”

ZOEY HELPS PMF SUCCEED

Moving to Zoey has been a success for PMF for a variety of reasons. **Despite doing no major marketing, sales are up significantly,** Van Veen said. “We haven’t done a big campaign or anything. It’s been promoted by the sales reps and customer service representatives, and people have stumbled upon it. We’ve done no ads or anything and still **sales are up 45 percent since the launch of our Zoey website.** It’s really phenomenal.”

Originally PMF thought they would need to have two websites, one for B2B customers and one for B2C. Zoey offered an alternative. Van Veen said, **“We’re finding we can serve both our Business customers and B2C customers on the same site** with just some modifications and restrictions. **Zoey gives us the flexibility to do that.”**

More recently, they’ve been leveraging newer B2B capabilities that are proving to be popular. **“We just enabled quotes - we are finding that people are using it more than I thought they would,”** Van Veen said, further affirming the benefits of Zoey for their customers.

EFFICIENT ECOMMERCE MANAGEMENT

As far the internal PMF team is concerned, they’ve been able to be much more self sufficient since the shift, with more controls over adding products, setting up promotions and more. Van Veen said, **“When we need something done we can handle it. If there’s something we can’t handle, I find Zoey support is very good.”** She added that the written documentation Zoey provides generally unlocks solutions to things very quickly when she can’t solve it on her own.

Van Veen has become confident enough with Zoey to now train other employees to do some of what she’s been doing in the platform. “For some things like product entry, I’m training some people. **It’s pretty easy to train people on Zoey too.”**

If customers report confusion or problems with the website, they can act quickly.

IN THEIR WORDS

“We’re finding we can serve both our Business customers and B2C customers on the same site with just some modifications and restrictions. Zoey gives us the flexibility to do that.”

Joan Van Veen,
VP of Marketing,
Professional Medical Fulfillment

WHAT THEY LIKE ABOUT ZOEY:

1. Can sell B2B and B2C on a single site - easier to manage internally
2. Customers are finding Zoey easier to use than their previous site, so sales are up
3. Can roll out new features like Request a Quote quickly and easy - and uptake has been quicker than anticipated when they do
4. Visual Design Editor makes it easy to make changes when customers suggest them
5. Software-as-a-service platform means major cost savings over their previous open source solution

"We're very account-based," Van Veen said. "Our customers have specific customer service representatives they work with. If they have an issue, they'll tell their representative or me. **With the Visual Design Editor, if we can make something more clear to our customers or put more information on a product page easily or quickly, it helps.** We are able to respond to customer requests. We can be very agile that way."

BRINGING THE WEBSITE INTO FOCUS

While they have not done any direct marketing, as they've felt more confident about their web presence, PMF is now highlighting their website with salespeople in the field. "**Our sales reps are able to offer our website,**" Van Veen said. "We don't have to be ashamed of it anymore because our previous website often did not work the way we expected it to. We have a website that works consistently. **When they go out and visit customers, they showcase our website.**"

She added, "Our new customers are very interested as they are used to ordering from other vendors that way. We have been able to pick up more business that way with customers wanting to use the website." The website has helped with their existing online customers too: "Customers previously ordering on the website have greatly expanded the buying and that's great."

TIME SAVINGS, COST SAVINGS

With all the benefits for both their customers and internal teams, in the process they're also saving a lot of money. Van Veen said the savings on hosting, site updates, security patches, all things Zoey incorporates as a software-as-a-service solution, has not just been a time saver, but a cost saver. "**It is saving us tens of thousands of dollars,**" she said.

Van Veen found Zoey somewhat serendipitously, and the problems Zoey was solving was exactly what she was looking for. Ultimately, Van Veen says that Zoey has been a smashing success for their business. She said PMF leadership "wanted a website that worked and we didn't have to be ashamed of. And they wanted to save money. Zoey did all of those things for us. **It works, is very secure, looks good, and we don't have to be ashamed of it.**"

IN THEIR WORDS

"[Zoey] is saving us tens of thousands of dollars."

Joan Van Veen,
VP of Marketing,
Professional Medical Fulfillment

ABOUT ZOEY

Zoey is a powerful eCommerce solution for B2B and wholesale businesses. Our suite of B2B capabilities includes quote generation, customer groups, access restrictions, quick order capabilities and more. B2C-standard capabilities are also included to empower merchants to let their customers self-serve common needs like reordering, order status and account maintenance.

The Zoey logo features the word "Zoey" in a clean, sans-serif font. The letter "Z" is stylized with a double vertical stroke on its left side. A small trademark symbol (TM) is positioned at the top right of the letter "y".

www.zoey.com