

CASE STUDY

PROGRAM OVERVIEW:



BB&T Bank needed a flexible and robust eCommerce and fulfillment solution to support their marketing initiatives for their 1,800+ financial centers and corporate offices. With the addition of new financial branches and the overwhelming amount of growth, they were looking for an exclusive partner to source, decorate and fulfill all of their branded merchandise.

CHALLENGE:

In addition to sourcing and decoration services for various BB&T's branded merchandise, they needed a secure eCommerce and fulfillment solution to simplify the order process for their 30,000+ employees across the U.S. In addition, the eCommerce solution was required to integrate with BB&T's eProcurement system and be able to track department spends in various geographic locations.

SOLUTION:

SureShip was able to provide a seamless solution to streamline BB&T's procurement, merchandise, eCommerce and fulfillment processes. The SureShip team worked closely with BB&T to create a merchandising strategy and developed a fully integrated online merchandise catalog that was integrated with BB&T's eProcurement system. This online merchandise solution featured a dynamic reporting capability that provided BB&T comprehensive data and allowed the managers to track and manage their inventory accurately.



RESULT:

Currently, BB&T offers a fully integrated eCommerce site that allows employees to order materials and tracks their sales and marketing trends, all through one centralized location. This has resulted in accurate and timely order fulfillment, dynamic reporting via SureShip's proprietary online reporting system and Quarterly Business Reviews. This allows BB&T to enhance their inventory and catalog management while reducing costs and providing exceptional customer service.

