



Imperial Supplies

The app that streamlines customer ordering



The Client

Imperial Supplies is a national US distributor of quality fleet maintenance products. Founded in 1958, it services customers through a nationwide network of regional distribution centers. Imperial Supplies' reputation for providing highly efficient methods to order and monitor purchases has enabled the company to partner with the top nine common carriers and the top four truck leasing companies in the United States.



Starting Point

Addressing the changing needs of B2B wholesale customers

Imperial Supplies has always had a good track record of employing innovative technology to meet the changing needs of its customers. In fact, the company was the first national fleet parts distributor to use barcode technology to automate order entry. With the rise of mobile technologies, Imperial Supplies' B2B customers began to demand B2C-like experiences. To address the new trends and omnichannel demand, the company developed a mobile order entry app that would allow customers to place orders in real-time while they moved about their fleet maintenance shops. With access to Imperial's complete product catalog, customers can easily create and submit orders in minutes, all from a smartphone or tablet.

www.imperialsupplies.com

Industry: Transportation & Distribution

Use Case: Order Entry



Nicole Alboushi
eCommerce Manager

“ Thanks to Scandit, we can offer customers a fast, reliable and easy-to-use integrated barcode scanner in our mobile app. This makes customers' lives a lot easier by allowing them to create their orders on the go whenever they have a minute. ”



Vision

Mobile order management on the go

Imperial Supplies envisioned a user-friendly, branded mobile app that put the entire product catalog at their customer's fingertips for easy ordering. Since their customers had traditionally relied on barcode scanners to improve order entry efficiency, Imperial Supplies needed the mobile app to incorporate scanning functionality, to add items to orders. The goal was to provide customers with a way to place orders while walking through the maintenance shop—freeing them from having to submit orders from a desktop computer.



Solution

Easy order entry made possible through the integration of enterprise-grade scanning technology

Imperial Supplies realized they would need a barcode scanning feature that could provide equivalent performance to a dedicated scanner. Their customers frequently scan a variety of barcodes—on product labels, on product bins and EZ-Order catalogues and often in poorly lit areas of shops, meaning the barcode scanning solution would have to perform accurately across various lighting scenarios in order to meet customer needs. With support for more than 4,000 devices and the ability to scan poorly lit, damaged, and blurry barcodes, Scandit was able to provide the enterprise-grade performance necessary to meet the environmental challenges facing customers.



The Results

A new mobile channel that increased order frequency and improved the customer experience

Today, Imperial Supplies has an easy-to-use, reliable mobile scanning feature that saves fleet maintenance customers time in the ordering process and allows them to better manage stock inventory levels. The app's scanning feature complements the product search, browsing lists and quick add order features, enabling customers to find products in the way that works best for them. This has translated into greater customer satisfaction and enormous year-over-year growth in mobile purchasing, up 84.9% in 2014 across both iOS and Android devices. Imperial Supplies attributes much of this growth to the ease in which customers are now able to place orders quickly on the go utilizing the Scandit Barcode Scanner.

Want to learn more about how Scandit can help streamline your order entry processes?

Contact one of our team members at

[www.scandit.com/contact-us/Schedule a Demo](http://www.scandit.com/contact-us/Schedule-a-Demo)

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About Scandit

Scandit delivers high performance mobile solutions for smartphones, tablets and wearables, designed to transform consumer engagement and operational efficiency for today's forward looking enterprises. Scandit solutions are built on its patented software-based barcode scanner and are used in a variety of industries including retail, manufacturing and logistics. With more than 20,000 licensees in 100 countries, Scandit processes more than 200 million scans per year and develops enterprise-grade solutions for many of the world's most prestigious brands.



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