



## Shamrock Success Story

# A Picture Is Worth A New Customer

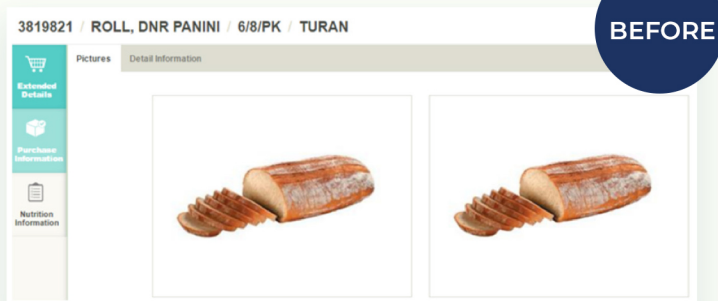
When sales reps and customers are looking to add new products to their orders, it is common practice to compare the image they see in the search results to the product description as well as pack size information. If these checks cause doubt, there is very low likelihood that someone is going to order that product.

According to GS1, product images have a huge impact on sales. For product that have images available, there is a **40% reduction** in the need to request a sample or ask for an **additional sales** call from a broker or manufacturer rep. This means getting more sales with less cost - **faster!**



## Just 'Roll' With It

A distributor sales rep was looking for a sliced panini bread and was told 'We don't have one!' The rep continued searching and saw a picture of a what appeared to be a sliced panini bread, which is what he wanted, but the product description caused concern. Instead of being described as 'Sliced Panini Bread' the product was described within the distributor's system as a 'Dinner Roll' with a '48 Each' count (pieces per package). When sales reps and customers are looking to add new products to their orders, it is common practice to compare the image they see in the search results to the product description as well as pack size information. If these checks cause doubt, there is very low likelihood that someone is going to order that product.



Alerted to the issue, Syndigo asked the supplier to login and check the information within View My Product. The supplier insisted that the product should actually be described as a 'Sliced Panini Bread' with each package weighing '48 Ounces' as the picture showed.

Syndigo worked with the supplier and the distributor confirm what was actually being stored in the warehouse to validate the supplier's feedback.



Actual product being purchased

Before the day was over, the product description was updated and the sales rep was able to get the product his customer needed.

