

# Ditz Designs by The Hen House

## How JuniperCommerce Helped *Ditz Designs by The Hen House* Double Their Sales Dollars

Building stronger sales processes & recapturing churned buyers



Ditz Design by the Hen House family

### Meet Our Customer

What started as an industrious nurse's side hustle, Ditz Designs—a third-generation family-owned business and Atlanta Market exhibitor—has a wholesale business model worth emulating. Principal & Brand Manager Samantha Wilhelm says the company has high standards for itself and partners in a business relationship, which made it difficult to find the right solution to power their digital growth. Shopify's wholesale offerings were too expensive and didn't show in-depth understanding of the wholesale industry, while Joor's offerings were ultimately too complex.

When COVID-19 pushed B2B wholesale towards digital order-writing and buying, Ditz Designs knew it needed to find a trustworthy partner fast; a significant price hike from the vendor providing their showroom sales tool only added to the pressure. Based on a recommendation from an industry peer, they turned to **JuniperCommerce**. The powerful SaaS solution they found not only revitalized their web presence—it carried them to a new world of every-channel wholesale.

### Core Needs & Pain Points

#### Changing Buyer Habits

COVID-19 pushed Ditz Designs' buyers to make larger, more complex online orders. They needed a connected digital solution capable of handling the influx.

#### Affordable Showroom Support

The company providing Ditz Designs' showroom software wanted to impose a significant price hike in order to keep providing a connected digital experience in the showroom.

#### Lasting Relationships

Ditz Designs takes its time choosing business relationships, and here it needed a unicorn: enterprise-level technology guided by expert human support from sales, onboarding, and customer success teams.

“We thought Shopify could offer us a wholesale website. (Their wholesale offerings) were very expensive and they just didn't understand our industry. We let that ship sail.”

– **Samantha Wilhelm, Principal & Brand Manager, Ditz Designs**

## Sales-Ready Websites for B2B Wholesale Businesses & Their Buyers

### Easier Innovation & Growth

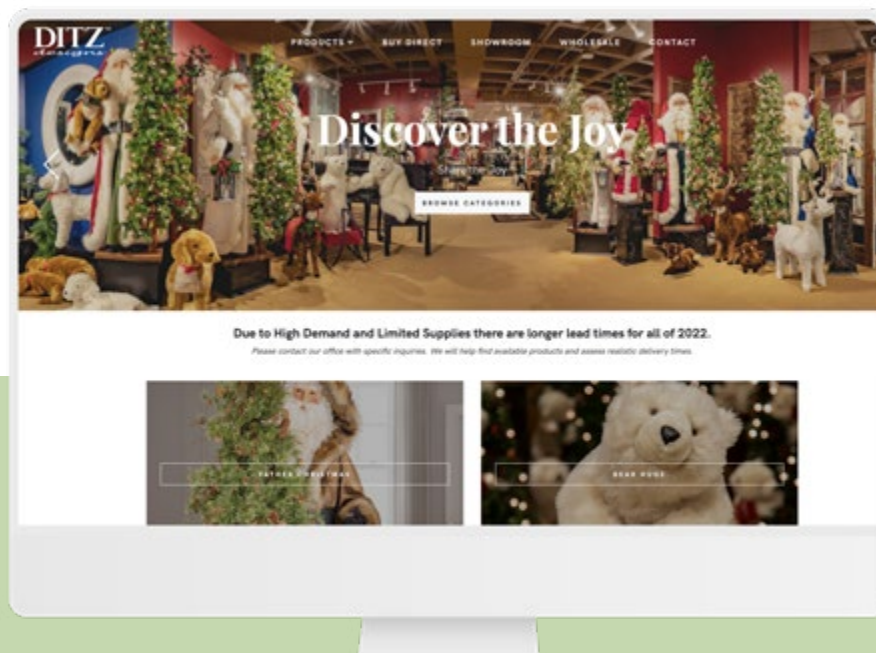
JuniperWeb gave Ditz Designs a modern, sales-ready wholesale website for its B2B buyers in a matter of weeks. And a solution that matches their current needs and can scale easily to include new product offerings and more.

### More Online Sales

With a full-featured wholesale website at their disposal, Ditz Designs immediately saw an uptick in large, complex orders its buyers placed over the Internet. Their old solutions simply couldn't offer the same combination of sales volume and simplicity.

### New Buyer Relationships

Ditz Designs' buyers love the way the new website looks. And they've responded with more purchases: 30%–35% of their purchases the January after implementing JuniperWeb came from new buyers, an incredible uptick for any growing business to increase revenue.



## Wins Ditz Designs Achieved with JuniperWeb

**200%** increase in sales dollars directly from online orders

“We look more tech savvy, and our buyers like that.”

– **Samantha Wilhelm, Principal & Brand Manager, Ditz Designs**

## Solution 2



### Digitally Connected Showroom Selling 365 Days a Year

#### Expert Support & Onboarding

Though Ditz Designs started with just JuniperWeb, the experience and service they received from our world-class sales, support, and onboarding teams pushed Ditz Designs to deepen the relationship by implementing RepZio by Juniper over their existing showroom sales solution.

#### A Connected Wholesale Process

Ditz Designs' sales staff intuitively took to RepZio by Juniper's iPad navigation. And buyers responded favorably to the digitally enhanced sales process, which is built to bring digital convenience to the showroom. More connected in the showroom, sellers reported faster, higher-dollar sales.

#### More Dollars Per Order

Repzio by Juniper solution is built by wholesale experts and provided exclusively to the B2B market. For Ditz Designs, that meant a quick to path to fully digitally enabled selling—with increases of over \$1,400 per order, on average, to illustrate just how much RepZio by Juniper, a part of the JuniperCommerce suite, helped.



### Wins Ditz Designs Achieved with RepZio by Juniper

**\$1,400** increase, average price per showroom order

**2 weeks** time from initial demo to onboarding

**43%** Increase in average order value (AOV)

“Our sales staff was way more at ease, selling from iPads.”

– **Samantha Wilhelm, Principal & Brand Manager, Ditz Designs**