Augmenting buyer profiles & adding records in database.

Objective: Optimize the process of researching missing buyer profile data and inputting their information into the client's database.

THE CLIENT

Fast-growing solution for optimizing food service communication processes.

With offices located in downtown Toronto and Chicago, our client is a thriving startup offering wholesale supply ordering solutions for restaurants and other food businesses. Offering both a mobile and web app, their solution is convenient and affordable.
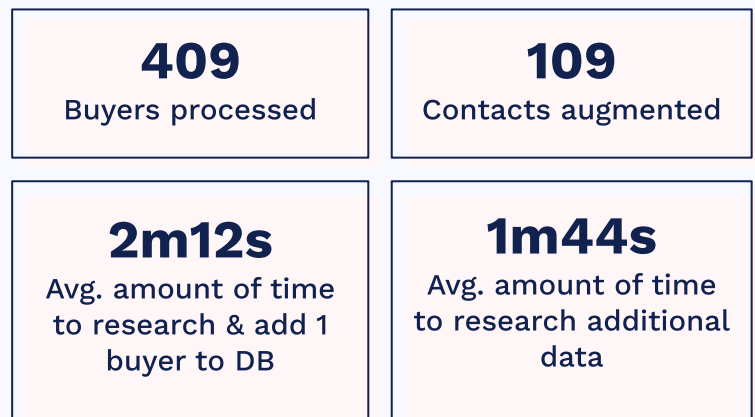
CHALLENGE

Our client was looking to build subscriptions to their service by reaching out to previous buyers and creating profiles for them. To do this, they had to gather all the contact info of anyone that previously purchased from them—a long process, especially when their buyer list kept growing and growing.
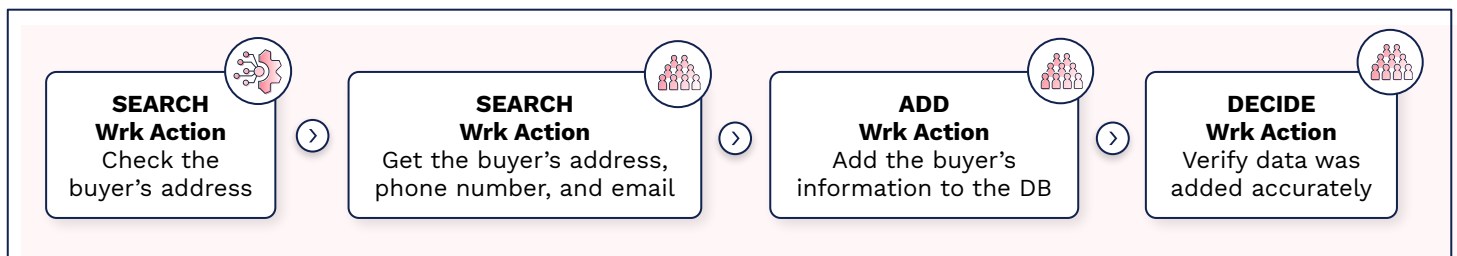
SOLUTION

By deploying a 4-step Wrkflow, our client was able to build out and augment contacts in significantly less time (~2m per profile) using a combination of bots and our Wrkforce.
By providing Wrk with access to their profile list, we were able to augment profiles and directly add them to our client's database, so they could access buyer profiles immediately.

RESULTS

409 Buyers processed	**109** Contacts augmented
2m12s Avg. amount of time to research & add 1 buyer to DB	**1m44s** Avg. amount of time to research additional data

WRKFLOW

SEARCH Wrk Action Check the buyer's address	SEARCH Wrk Action Get the buyer's address, phone number, and email	ADD Wrk Action Add the buyer's information to the DB	DECIDE Wrk Action Verify data was added accurately

Ready to start your first Wrkflow? **sales@wrk.com | 1.888.7130.WRK**