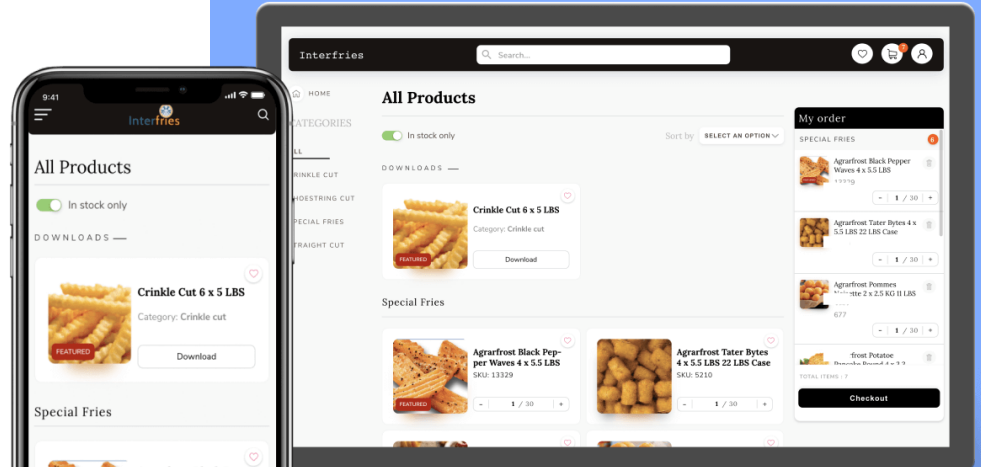


SUCCESS STORY

Interfries

Flowsmith



About Interfries

Interfries Inc. is a wholesale company based in Miami, Florida that specializes in the sales and trading of frozen food products. They have 6 sales reps and hundreds of customers. Interfries caters mainly to the restaurant and small grocery store market.

[Visit Interfries' website](#)



Interfries Before Flowsmith

- Communication was too dependent on phone calls or messaging apps.
- Order flow was interrupted due to clogged communication channels.
- Because sales reps were unable to view Interfries' entire inventory, certain products were not able to be ordered.
- New products were extremely difficult to effectively introduce and promote.
- Inefficient process: orders were collected from various sources, organized on a spreadsheet, and then entered into QuickBooks.
- The amount of necessary manual work required the company to support a full-time data entry position.

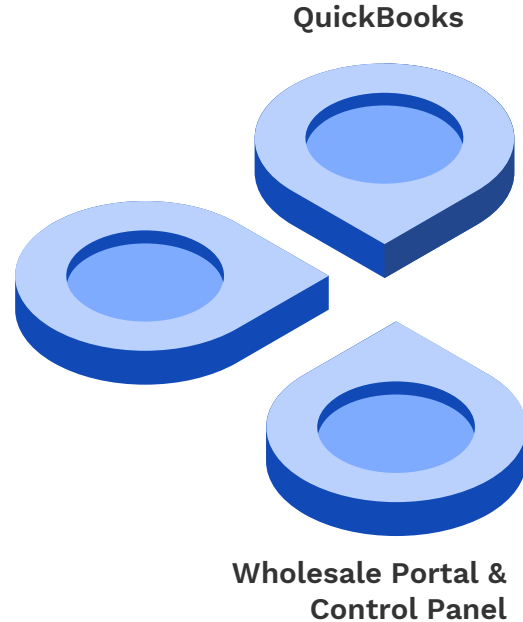
What Flowsmith Provided

QuickBooks Integration



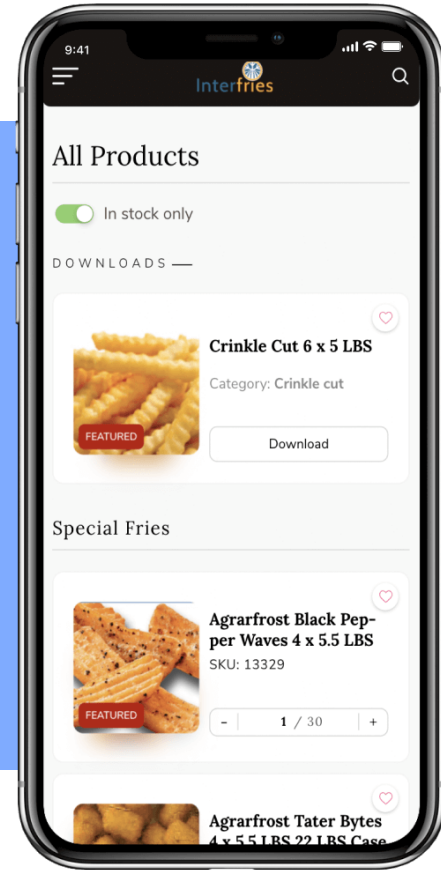
Connector

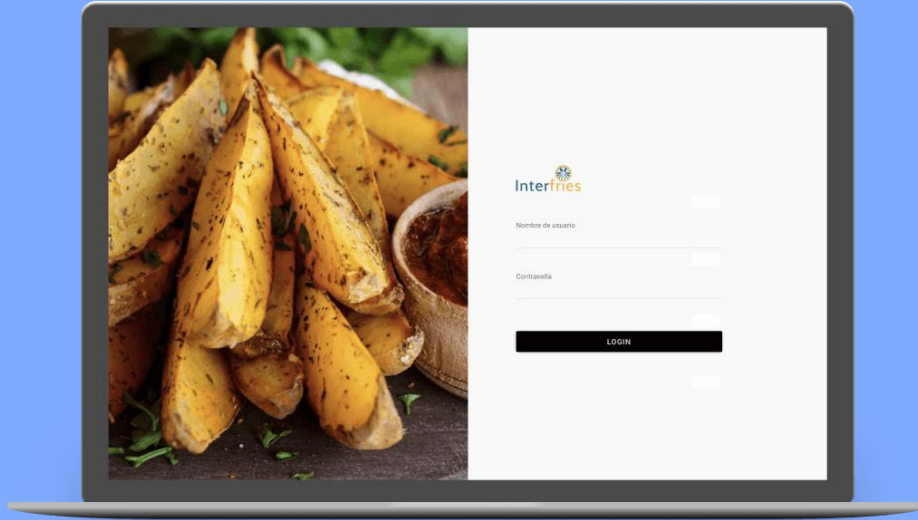
The Flowsmith Connector allows continuous synchronization between QuickBooks and the portal. Preventing human error and excess processing time is key for an optimized sales process. Flowsmith's QuickBooks integration simplified Interfries' workload by enabling a synergy between customers, products, orders, and stock management.



Wholesale Portal

In order to make stock management and order entry more efficient, Flowsmith provided Interfries' Sales Reps with a ready-to-go and mobile-friendly wholesale portal, accentuated by an elegant and intuitive design.





Control Panel

Flowsmith allows admin users full management of the Portal from the get-go, with no expertise required to master using the interface. The Control Panel enabled Interfries' admins to add images to products, manage the display on the store, add promotional banners or tags to items and manage clients' access.



Coming together

Implementation

Installing Flowsmith for the company took only a couple of hours. Per Interfries' request, the second phase, which entailed the categorization of products, the granting of access, and the setup of details on the wholesale portal, was also carried out by Flowsmith's team. In all, the team had everything on the Interfries webstore customer-ready in just 4 days.


Because of the intuitive web design, Sales Reps needed almost no training at all, and the feedback was overwhelmingly positive.

“The way we work now, with Flowsmith, is a lot more professional. Especially because of the confidence we have in sending orders and receiving confirmation via email. This way, any error can be immediately recognized and corrected.”

- Gregorio, Sales Representative.

Flowsmith Review

3 months after
implementation



By David Wasersztein, Owner
Interfries

LEARNING CURVE

“It has been extremely easy. Actually, we have one Sales Rep that is 70+ years old and not very tech-savvy that is delighted with the new portal and has been since the very first time he used it.”

COMMUNICATION

“We are not so dependent on messaging apps or phone calls anymore, the system takes care of getting the information to the customer and those who manage the orders’ logistics on the company’s end.”

OPTIMIZATION

“We noticed that Sales Reps frequently didn’t take into account all of the products we have to offer, mostly because they weren’t aware of them. Now having the portal, all products are easily visible.”

SALES

“We haven’t registered an increase exactly but, we have stayed on the market throughout a pandemic and to us, this is just as significant.”

Contact us

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<https://flowsmith.us/>