

Ecommerce Case Study

Bob's Red Mill





“The time savings and accuracy of the new system are substantial. People enjoy the new shopping experience and we have had a steady increase in web-based sales.”

–Bryan Emerson, IT Director,
Bob's Red Mill

Solution

- Ecommerce Integration
- Point of Sale Integration with Microsoft Dynamics RMS
- Web Design
- Custom Development

Company

Bob's Red Mill
www.bobsredmill.com

Contact

Bryan Emerson
IT Director

The Situation

Bob's Red Mill is the nation's leading miller of healthy whole grain foods and has been in operation for more than 25 years, offering more than 400 products including a full line of certified gluten free products and an extensive line of certified organic products. The company's Milwaukie, Ore.-based facilities include a whole grain store, visitor center, as well as a working stone mill which produces a wide variety of natural foods.

Customers can access whole grain recipes and order products from the Bob's Red Mill website, which features a user-friendly online store. However, previous to the current web design, the company was encountering problems related to its online business operations. “We had a web system that required a great deal of manual entry. Web orders took a lot of time to process, and they were not always correct,” said Bryan Emerson, IT director of Bob's Red Mill. “Most problems were not caught until the customer had already received the order. This was costing us time and money.”

Bob's Red Mill looked at different ecommerce companies that could solve these online-related problems, but chose Kosmos based on the firm's experience, large customer base, as well as the ability to offer a well-tested solution.

The Execution

The Kosmos team developed a new, customized web design that was integrated with an RMS ecommerce system. According to Emerson the solution has greatly enhanced the efficiency and accuracy of the Bob's Red Mill website. “The primary attribute of the Kosmos system is ease of use,” said Emerson. “Once the system was set up and debugged, it was very easy to keep running during sustained growth. It imports around 100 orders per day flawlessly, easing the tension in the customer service department as orders are now always done correctly the first time.”

The solution has also allowed the customer service department more time to answer product-based questions. “The time savings are paramount,” said Emerson. “Our customers are also much happier when their orders are both correct and complete.”



“Kosmos provides top-shelf support for their products. We are happy to have found them. Kosmos simply performs and gets the job done correctly.”

–Bryan Emerson, IT Director,
Bob's Red Mill

The Results

Following launch of the new web design, monthly online traffic at Bob's Red Mill increased by over 400 percent as compared to the previous service provider. Online sales also spiked to the point that an ROI was easily reached within the first month alone.

“Our customers really like the new site and are often surprised at how fast their orders are processed, picked, packed, and delivered,” said Emerson. “The Kosmos service is the core of the system. It processes orders correctly and keeps the customer informed of changes in inventory, new items, and pricing. The Kosmos software has been a rock-solid product from the day we launched it. The system is worth every penny.”