



## Customer Success Story

# Client **Improves Wish-list Creation** of Breweries Through a **Track Demand and Requests**

### About the Client

The Client is a leading Craft brewing company in North America that delivers the finest brewing ingredients across America's Pacific Northwest and states.

### Solution

- Built **Wish-list component** to track requests and measure leads.
- Created **three different wish-lists** across each level; **Quote, Account,** and **Product level.**
- The **Wish-list is created** when inventory is unavailable, and the **customer wishes to place** a product on the wishlist.

### Benefits

- ✓ With inventory system, increased the ability to prepare plans for future investment.
- ✓ It helps to track demand for products and next year's inventory.
- ✓ It helps to make the tracking of demand consistent, reportable and actionable for the customer's distribution and brewing sale.
- ✓ Ability to have a clear vision and report on selling and non-selling products in demand.

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