

How Zia Pia saves 10 hours every week using WizCommerce

From this

To this!

with WizCommerce

The diagram illustrates the workflow of Zia Pia using WizCommerce. On the left, a stack of papers represents a manual product catalog, with a 'Zia Pia Product Catalog Q1 2024' document on top. A dashed arrow points from this stack to a laptop screen on the right. The laptop screen displays the 'Add Buyer' form in WizCommerce, which includes fields for 'Company name*', 'Display name', 'Type of customer*', 'Type of customer pricing*', and 'Sales rep*'. A 'Quick Add' button is visible. Below the laptop, a tablet shows a 'Preview tear sheet' for a product, displaying the Zia Pia logo, product ID (2456), and product name (Organic Pitted Black Olives). A 'Download' button is at the bottom right of the tablet screen.

<20 days

For Fishbowl Integration
(inventory software)

150+

Product Presentations
Created

200+

Orders Processed



About Zia Pia

Zia Pia is a boutique importer of fine artisanal Italian foods sourced from small, non-industrial, family-owned producers. The company was started with a vision to provide the US market with pure, unadulterated ingredients from exceptional Italian suppliers. Zia Pia's customers include specialty food stores, markets, restaurants, and home cooks. Their products include artisanal pasta, tomatoes, carnaroli rice, organic chocolate, olive oils, balsamic vinegar, herbs, and spreads.



Founded

2013



Headquarters

Charlotte, North Carolina



Company Size

2-10 Employees



Industry

Food & Beverage Wholesale

The Challenge

Zia Pia faced the struggles that come with manual operations:

1. Taking orders with pen and paper
2. Creating product presentations manually
3. Following up with customers after trade shows
4. Responding to customer inquiries over calls/emails
5. Chasing customers for payments
6. Updating orders manually in Fishbowl

These tasks consumed valuable time and resources. They recognized the need for change and embarked on a quest to find a solution.



WizCommerce Emerged as Zia Pia's Preferred B2B E-Commerce Partner

From pen and paper orders to quick scan and checkout

Trade shows play a big role in Zia Pia's sales. Thanks to WizCommerce, they've streamlined their entire trade show process. Now, they can **generate custom labels with barcodes/UPCs**, scan products for **quick check-out**, and capture buyer details with just a click. It's all so easy! **Automated follow-up emails** ensure they never miss out on potential customers.

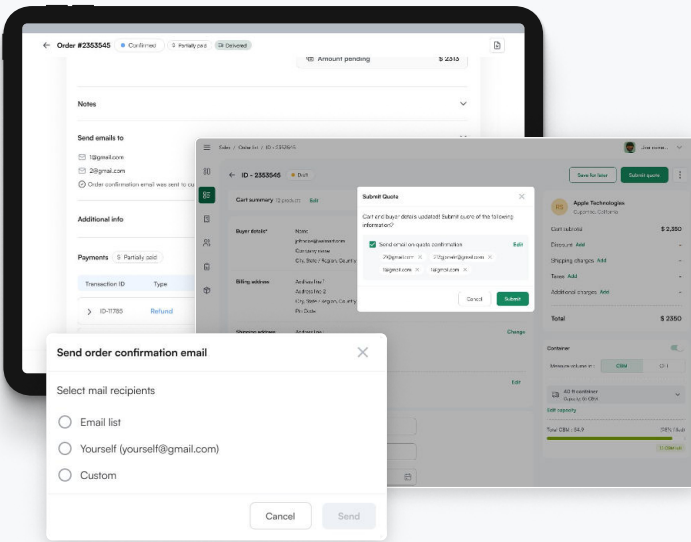
“

It was a faster way to automate some of the tasks that I had just been doing manually. Ultimately, we chose it because it gave me more time to work on other stuff. **It helps me do my job faster and better!**



Suzanne Alston
Account Manager at Zia Pia

ZiaPia



From manual follow-ups to automatic updates for a better customer experience

With WizCommerce, Zia Pia got lightning-fast access to customer information. This helped them **speed up follow-ups** and **improve response times**. Automated emails ensure **instant order confirmations**, **shipping updates**, and **payment details**, enhancing the overall customer experience.

“

Before, I could manage follow-ups with four customers in an hour during a trade show. However, with WizCommerce, **I could finish 150 follow-ups before the end of the show**. It definitely cut my time in half in some instances.

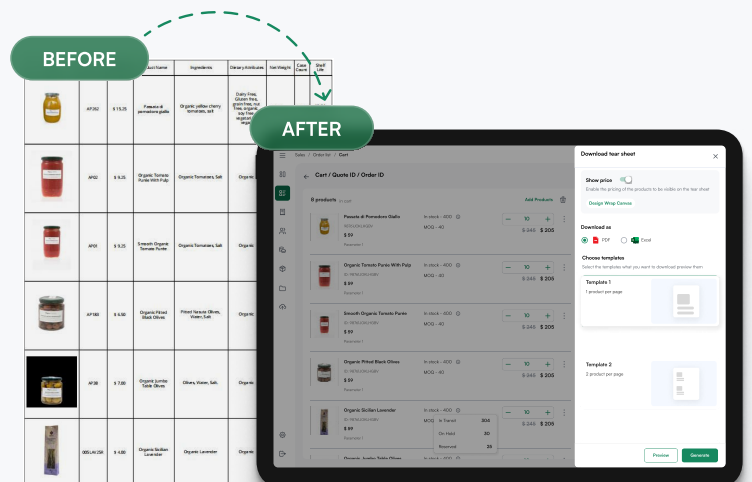


Suzanne Alston
Account Manager at Zia Pia

ZiaPia

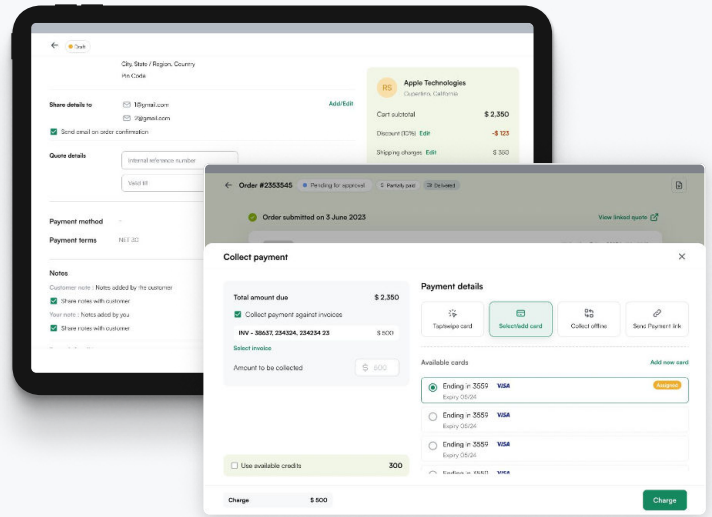
From manual presentations to one-click downloads

Zia Pia struggled with manually creating product presentations. With WizCommerce, Zia Pia can **instantly create, download, and share customer proposals** in a few clicks, find exactly what customers want, **suggest related products**, and provide detailed information tailored to their needs.



From manual to automated payments with multiple options

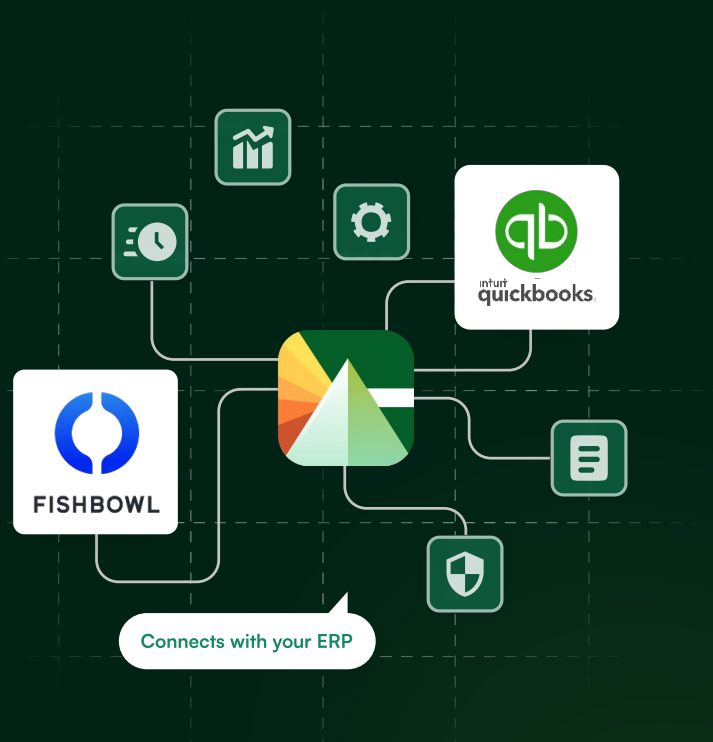
WizCommerce has empowered Zia Pia to collect payments securely and efficiently. They unlocked payment options like **card-on-file, click-to-pay, offline, and ACH**. Plus, they can now offer flexible terms such as upfront or deposit, helping them meet customers' diverse needs.



The Secret Sauce: A Connected System

WizCommerce integrated seamlessly with Zia Pia's existing systems - Fishbowl inventory software and Quickbooks accounting software to ensure a centralized data flow of customer, product, and order details. This integration unlocked several benefits, including:

-  Time-saving by reducing the need to switch between multiple systems.
-  Automated data transfer, minimizing manual data entry errors.
-  Real-time information on orders, inventory, payments, etc.



Results: More Time To Grow the Business

Time saved per week by automating manual sales tasks

10 hrs/person

Order & quote creation time reduced from 45 minutes to

<5 min

Customer follow-up time was reduced by

80%

More Than a Platform, a Partner!

"I would give you guys a 10, honestly. You're very receptive to our requests for change, and you made it work really well for our situation. You were able to make the changes we wanted quickly, and I really liked how fast we were able to get started."

With exceptional customer support, Zia Pia feels confident knowing they have a reliable partner by their side.



Suzanne Alston Account Manager, Zia Pia



Zero-effort Implementation
in <30 days



A Dedicated Customer
Success Manager



24*7 Customer Support
Even on Weekends



Ready to Bring Your Business to the Next Level?

Just like Zia Pia, WizCommerce can help your B2B
business get out of outdated processes and systems
holding you back from the next phase of growth.

Let's chat!

[Visit our Website](#)



WizCommerce

