HANDSHAKE / B ROBINSON | LEGACIE

Handshake & B.Robinson / Legacie bring eyewear sales into focus

Eyewear leader relies on Handshake for sales intelligence

Benjamin Robinson started B. Robinson in 1926, and built a company synonymous with innovative fashion eyewear and sunglasses, translating the personality of leading designers like David Yurman, Judith Leiber, Betsey Johnson, and Isaac Mizrahi into beautiful, desirable eyewear.

B. Robinson has a dedicated team of sales reps who work closely with retail partners to ensure their business success and access to the latest styles. As part of that strategy to put people first, Cliff Robinson, Co-President of B. Robinson approached Handshake in 2011 looking for a mobile order management solution that would provide a slick ordering experience for reps and customers alike.

Handshake's simple, fast user interface and proprietary sync technology made it the obvious choice for B. Robinson's team, providing key customer information, reporting and order history insight in the hands of reps who are mobile.

"Handshake has been invaluable to my sales team. All of our selling information is at their fingertips. They can quickly and efficiently write orders and show our customers all the necessary pricing and order totals. When the sales is confirmed, reps email the customer a copy during the meeting and we can get a signature detailing our customer's acceptance."

When selling at shows like Vision Expo East and West, Handshake's instant offline functionality is key. *"We work with many companies for whom show season is a crucial time. The Legacie / B. Robinson team is no exception. From The Javits Center near our HQ in New York to Paris Nord Villepinte where the Silmo show is held, tradeshow internet can be spotty and expensive, so we built Handshake with the assumption that everything had to work offline."* - Handshake CEO, Glen Coates

All year round when calling on retail partners, the B. Robinson team is supported by Handshake, which has significantly reduced time to fulfillment and helped close the cash flow gap for the business.

Cliff Robinson
Co-President, B. Robinson / Legacie

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Top 5 Reasons B. Robinson Love Handshake

1. Gives the team time to be more strategic

2. Product & customer information on hand

3. Consistent format from reps

4. Flexible import/export formats

5. Works offline at shows

HANDSHAKE

Handshake keeps optical sales teams looking sharp

Photo by Elizabeth Felicella

The B. Robinson team also use Handshake for demarcating exchange items and placing orders for marketing materials like point of sale displays and more.

"My customer service and data entry teams LOVE Handshake. We used to wait for orders to be faxed, then to be manually entered, and if we never received a fax it is as if the order never happened. Now we have a digital copy of each order and no more manual entry. Orders that took hours to load now take seconds. It allows our team to focus on actual customer service and sales support as opposed to data entry."

If you're in the optical business and would like to give your team more time to be strategic, get in touch with us at info@handshake-app.com.

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US Toll Free:	+1 (855) 532-9044
International:	+1 (646) 434-2553

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