

# Charlotte's Web



## Industry:

Healthcare & Life Sciences

## Technologies:



## Customer

Charlotte's Web was inspired by Charlotte Figi. Charlotte experienced a reduction of epileptic seizures after her first dose of CBD at five years old. Her usage of Charlotte's Web was featured in the 2013 CNN documentary "Weed". Since then, the demand for Charlotte's Web products has increased among children with epilepsy.



## Challenge

When we engaged with Charlotte's Web, they had seen exponential growth the previous year and were starting to experience growing pains. Charlotte's Web sales staff received orders by phone, e-mail, and text message, and then was entered by hand into their system. This process was error-prone and not sustainable.



## Solution

We built the B2B storefront to the branding and web design specifications of their award-winning B2C site. Once it was completed, Salesforce B2B Commerce enabled their customers to enter and manage their own orders, which freed up their sales teams to work on building new business and continued growth of existing business rather than taking and entering orders. The re-order functionality in Salesforce B2B makes it easier, faster, and more efficient for customers to place their own orders than it was for the sales team to enter them. Fully integrating Salesforce B2B with Charlotte's Web's ERP, provided a fully automated ordering system in phase 1 and that became the foundation for turning Salesforce B2B into a customer portal in phase 2 where customers can manage their orders as well as pay their invoices.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

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