

AdvancedEMedia

HankerPromo.com Streamlines With WebJaguar

Creating an interactive multipurpose website can ultimately save you time and increase your business. Here's how.

Log onto www.hankerpromo.com and you're greeted with a vibrant, professional home page that delivers on service. Live chat online, follow prompts to products and product ideas... even enjoy a "Joke of the Day," truly meant to make you smile. HankerPromo.com is a promotional advertising company focusing on the extension of clients' brands through promotional products. Its website more than meets a high standard with a little fun to boot.

Creating such a positive and interactive client experience requires expert support. When seeking an e-commerce solution, Al Fattes, owner of HankerPromo.com, wanted a partner with a depth of know-how and industry connection. "The e-commerce solution had to have deep experience with distributors and suppliers," Fattes says.

He reached out to online platform experts at AdvancedEMedia for help. Its e-commerce platform, called WebJaguar, provides small- to mid-sized promotional products companies an ability to easily automate and manage business with a fully featured website, e-catalog/content management, shopping cart, CRM and lead generation technologies. "We've provided a front-end and back-end solution to sell products online," says Bachir Kassir, president and founder of AdvancedEMedia. "We worked closely with ASI to develop data feed based on the ASI database. This gives distributors access to hundreds of thousands of products as a complete turnkey e-commerce solution."

Hanker has been using WebJaguar for eight months now. Fattes explains: "We use WebJaguar like we would ASI or Sage online. We are able to see certain suppliers and offer those products to an end-user or through a quote via HankerPromo.com. This means sales, B2B and end-user/B2C can create their own quotes



“We are finally starting to streamline and put all the pieces of our business into one location, and that is WebJaguar.”

Al Fattes, HankerPromo.com

Fattes says. Another method of evaluation is simply e-customer interest. "At this moment, the ways I can measure are with views and engagement from organic online searches, and thus far it has improved over the past months." Fattes looks forward to the business future months will bring.

He recommends the platform for those who are serious about e-commerce and ready to commit. "WebJaguar is a very good and robust e-commerce solution, it requires time and staff to organize and operate it correctly." Once you do, business can grow.

All that's needed for other distributors to get started on their own WebJaguar e-commerce solution is a Web browser. No special hardware is required nor does any software have to be installed. WebJaguar is a cloud-based, turnkey solution. For more information, visit www.webjaguar.com/asi or call (888) 718-5051 for a free consultation and demo.

by pulling data into a proposal for review or to finish a sale. We also use WebJaguar for company stores for clients."

It took some time to get the platform customized for HankerPromo's needs. "The challenge with WebJaguar is the depth of the platform, the skills needed to use, understand and engage it," Fattes says. "As one of their staff said to me, 'WebJaguar is like Photoshop, it takes time to learn and use it all.'" Learning it all, however, isn't a lonesome task. AdvancedEMedia's staff is there to provide the direction and support you need through the transition.

Now that HankerPromo's WebJaguar system has been in place for eight months, the return on investment is clear. "We are finally starting to streamline and put all the pieces of our business into one location, and that is WebJaguar,"