X2CRM Brings Nomad Bike Bags a Seamless Sales to Fulfillment System

About Nomad Bike Bags

Peter King, the owner of Nomad Bike Bags founded his company based on the belief that functional and utilitarian bags are needed when exploring and traveling on motorcycles. However, he was looking for bags that would suit the adventure motorcyclist– the ones who went beyond the beaten trail to find adventure and excitement.

Early on, he felt there wasn't a wide variety of bags that were both functional and affordable, so he and his team started to design and make their own, with Nomad Bags coming out of this need.

Currently, the company offers ready-made and custom designs, which are created with both simplicity and functionality at its heart. The other component of these products is the lifetime guarantee that comes with each bag.

The company as it stands today is an eCommerce business with factory and sales outlets located in George, Western Cape, South Africa. Sales demos and samples are available in Centurion, Gauteng, several miles away.

Due to its location, the company has a real-world need to communication with its customers mainly through web, chat and phone.

Its market is tight-knit and highly social, as is seen on its Facebook page, where there is a multitude of comments and videos sharing user experience with Nomad Bags. In addition to its website, Nomad Bags uses its Facebook presence to not only act as a sales and marketing tool, but also as an information-sharing platform about adventure biking. This information sharing has proven valuable and highly important to the company.

The company turned to Eugene Beetge, Managing Director of SaleZ to help it find a solution to bring its sales and marketing process under control. The uniqueness of the sales process being via online in the majority of purchases, brought a difference to the table.

> **"We were struggling to get control of sales, leads and orders. When X2CRM was implemented upon the advice of Eugene from SaleZ, we now have a fully automated system from initial lead to fulfillment — it's amazing!"**
>
> Peter King, Owner, Nomad Bags

When Beetge brought X2CRM to Nomad Bags as the best solution, he highlighted that simple fact that disparate sales and marketing arms and functions could easily and cohesively be brought together.

The biggest benefit for X2CRM to Nomad was to embrace its sales opportunities throughout Nomad's online presence on social media platforms, easily and efficiently.

X2CRM directed the social media interest to the company's eCommerce store via the X2-powered Facebook button. This interface drives users to the sales website to let them either purchase products or sign up for more information such as newsletters.

Both the sales function and sign-up functions are forms that are X2-powered, with user activity tracked within the contact/lead functionality. With this single-step contact/lead collection, Nomad Bags can then market and send customized messages.

The Nomad Bags eCommerce engine is powered by X2CRM. With this service, existing inventory is matched to orders, the lead automatically becomes and contact, with it then becoming a closed opportunity upon payment. The order is then sent to the factory for fulfillment. Notifications are also sent to the system lead owner via email and sms using a simple email to sms local service provider. These outbound notifications go a long way in keeping Peter and the team up to date with online activity. Finally, X2CRM becomes the ERP as it provides information to the factory, providing order information including payment and shipping information.

X2CRM Advantages
Experienced by Nomad Bags

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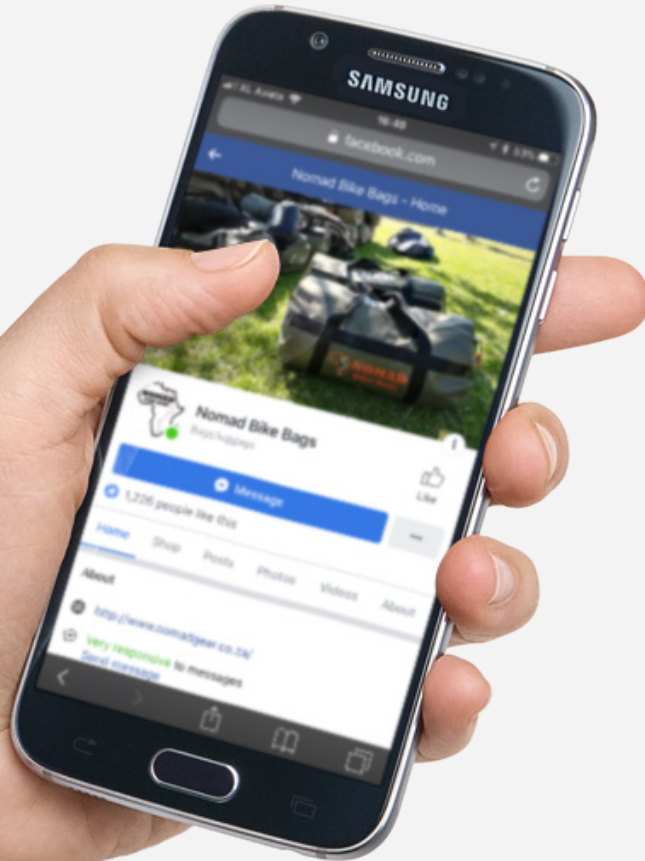
Customer Support
Supports the entire customer lifecycle from first contact to final sale. Throughout, Nomad could understand the entire customer journey.

Marketing Communication
Allowed specialized marketing and communication efforts through journey progression, interactions and interests.
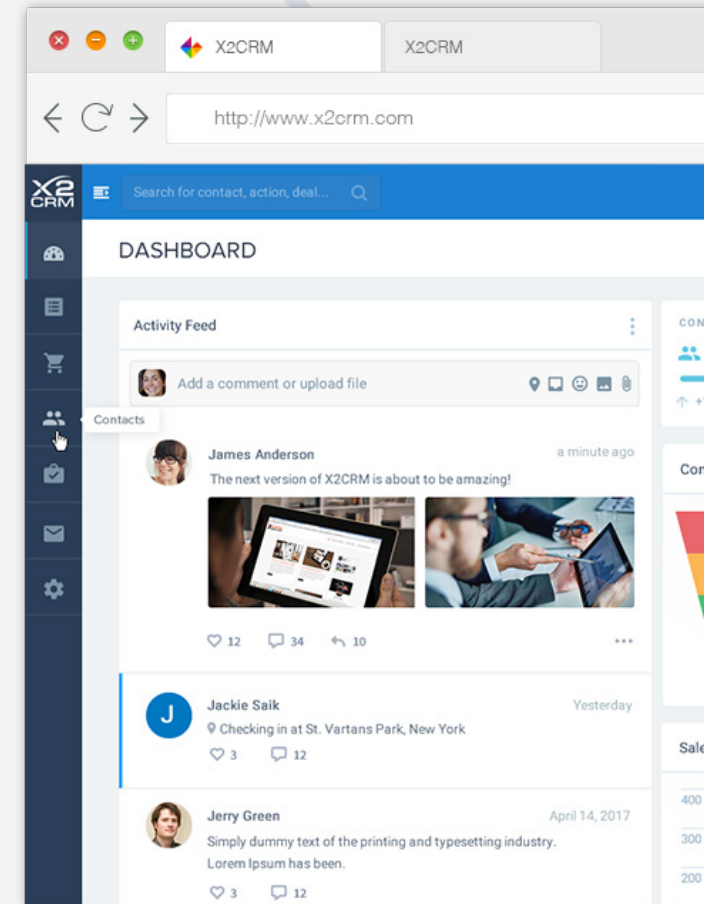
Connected
Seamlessly connected front office with back office functions so there was no information barriers, including possible inconsistent information flows.

WWW

User Interface
X2CRM is also a vibrant / support interface for customers whether they are calling or emailing.

http://www.x2crm.com

DASHBOARD

Activity Feed

Add a comment or upload file

James Anderson   a minute ago
The next version of X2CRM is about to be amazing!

♡ 12   💬 34   ↩ 10

Jackie Saik   Yesterday
⚲ Checking in at St. Vartans Park, New York
♡ 3   💬 12

Jerry Green   April 14, 2017
Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been.
♡ 3   💬 12

Contacts

X2 CRM

X2CRM Brings Nomad
Bike Bags a Seamless Sales
to Fulfillment System.

"X2CRM streamlines our **unique sales process** where the sales is conducted from initial order to completion in the factory, without having extraneous customer interaction."

Peter King Owner, Nomad Bags

"During our consultations concerning bringing Nomad Bike Bags a technology solution, it was clear that X2CRM would be a perfect fit."

Eugene Beetge, Managing Director

For more information:

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