



B&H Photo's Customers Recommend New B&H Mobile Channel

Mobile Case Study

New York based B&H Photo Video, the professionals' source for your photography, audio and video needs, wanted to extend the reach of its web site to the mobile phone.

The retailer's vision was to create a mobile channel that will enhance the customer's experience and meet the growing demands of the professional imaging customer.

Herschel Jacobowitz, SEVP of B&H said, "Based on customer feedback, we discovered that imaging professionals spend a high proportion of their time on-location and away from their computers." "Our customers requested the ability to place orders from remote locations and track their shipments from the field", Jacobowitz added. "This proves especially useful for smaller supplies and dedicated accessories, for which B&H is possibly the only place that stocks such a selection. Our customers told us this new feature would provide value and convenience."

Together with Brickfactor, B&H created a strategy, roadmap and vehicle to deliver a feature set to extend customer engagement from www.bhphotovideo.com to the customer's mobile phone. Thereby, meeting the needs of imaging professionals who tend to 'gear up' on supplies and custom parts as they travel from one job to the next.

The strategy included creating the mobile channel platform and bringing live basic features from B&H's website to the customer's phone. B&H will measure customer engagement and analyze customer usage and satisfaction before executing the next feature set, in addition to using the platform for other purposes such as marketing.

The initial feature set included order tracking and store hours. Price inquiries and an automated text message stock availability feature will be added in the near future, along with the ability to order products via text.

Brickfactor's solution included designing and managing of the end-to-end production and implementation of B&H's mobile channel. The platform is designed in a modular fashion so it can be scaled as customer use and functionality grows.

"The platform has recently gone live. So far, customer feedback is extremely positive and we are happy with the high rate of adoption. We will maintain a dialogue with our customers for valuable guidance as we continue to add features" Jacobowitz said.



About Brickfactor

Brickfactor is an e-Business technology solutions company.

The company is based in New York and offers clients and partners systems integration, implementation services, solutions consultancy and professional services.

Mobile Clients

Brickfactor provides our mobile clients with end-to-end solutions, mobile consultancy and managed services.

We work with our clients to design and implement their mobile platform.

For Further Information
clientservices@brickfactor.com
T. 917.720.8138
www.brickfactor.com

