

How Westcoast increased SCC's confidence

In selling Surface



Working directly with Westcoast's specialist Surface Team, SCC was able to increase internal confidence, improve its Surface experience for customers and grow its Surface sales threefold.

The challenge

Before working with Westcoast, SCC had been looking for a way to improve their Surface offering for their customers. Previously the team had to be heavily involved with each requirement, taking time away from more pressing business tasks. Delivering quotes and information to the customer was therefore often not as accurate or efficient as they would have preferred. When the Westcoast Surface Team reached out to offer more support and engagement, SCC was keen to see how they could improve its Surface business.

The solution

It quickly became clear that the ability to go direct to Westcoast's specialist Surface team enabled SCC to receive greater support and more accurate Surface quotes, requiring less time and effort on SCC's behalf. This direct access to a vendor specific team was not something SCC had experienced with other suppliers.

Over the last three and half years of partnership, Westcoast has consistently delivered to make SCC's Surface business less onerous and more in keeping with the OEM experiences that its customers expect. This has increased the sales team's confidence in Surface and led directly to the growth of SCC's Surface business year on year.

As the partnership with Westcoast became more established, Westcoast was able to offer support in more areas, including pipeline, forecasting and inventory management. SCC also uses a variety of Westcoast services, namely its Autopilot attach service to streamline device deployment, rewards to motivate its sales teams and promotional offerings to provide the best prices for its customers.

The result

Partnering with Westcoast has helped SCC to grow its Surface business threefold over the last three full fiscals.

Based on the experience SCC had with the Surface team, it also transitioned other business to Westcoast which has seen equal success working from the same strong partnership foundations.



Ready to get in touch with the Surface team?
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