

# This Chick Bakes

PREMIUM BAKERY

## This Chick Bakes Experiences a 60% Increase in Items Ordered

This Chick Bakes is a wholesale supplier of baked goods with a special focus on gluten-free in the Tri-State area of New York. CEO and Executive Baker, Hope Jones, prides her business on cookies and cakes that are renowned for their fresh and fun flavor combinations that clients like Bruce Springsteen and Jon Bon Jovi love too! Their products are made from the finest ingredients with no trans-fats, high fructose corn syrup, artificial flavors, or preservatives. The only thing missing was an ordering system as fresh as they are.

### Problem 1

They lacked an effective and reliable communication system to properly track the number of items customers wanted, causing orders to fall incomplete.

### Problem 2

Clients were not up-to-date with This Chick Bakes' entire wholesale menu.

### The Solution

This Chick Bakes now has a foolproof method provided for their clients to communicate exactly what they need while giving their clients access to the full menu with process and pictures.



**“BlueCart has been a business changer!  
It makes our company's and our client's  
work experience so much easier,  
saving time, resources, and sanity!”**

One of the most valuable tools for TCB on the app is the messaging capability, which has enhanced communication and collaboration for them. “I really like that I am able to communicate with my clients via messages directly to their emails right from my BC “Messages” section.” Their most important request was getting orders in on time to create their baking list for product delivery. Order cut-off times have greatly helped organize their business practice helping them deliver all orders fully and on-time.



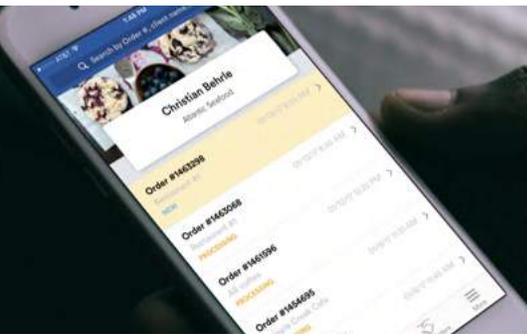
**Since using BlueCart, This Chick Bakes has saved over 51 hours in ordering time.**

BlueCart allows suppliers to display their full product list to all of their customers. This Chick Bakes experiences a 60% increase in items ordered now that their older clients are able to discover and order new and different items that they didn't have exposure to previously. A common concern amongst suppliers is their ability to encourage their customers to adopt the platform and transact. Because BlueCart is so user-friendly, TCB easily brought 70% of their entire customer base onto BlueCart within the first 6 months!

“So far my clients have transitioned easily onto BC. They’ve really appreciated the ease of ordering and the user-friendly interface that BC offers and they have mentioned that BC keeps their ordering organized and easy to keep track of.”



Jose Vicente, Operator for TCB, no longer wastes valuable time on phone calls and dedicates his extra time to other projects such as, billing and selling products, retail orders, retail website, and most importantly, baking. Their baked goods’ sales have increased since their sales reps can now spend more time selling new items and less time keying in orders.



“After introducing BlueCart to my clients, the **majority** of them **prefer** online ordering because of its **simplicity** since their time is just as **valuable** to them.”

With BlueCart, This Chick Bakes experiences a reduction in errors largely because the platform is designed to guarantee order accuracy for buyers, leaving Jose to simply cross-check outgoing orders. Because the app allows clients to be self-sufficient in ordering, TCB has been able to keep labor costs low while increasing sales.

“I am making more money from the additional sales because people can see all our items for sale, not just the 10 that they buy all the time.”





What This Chick Bakes loves about BlueCart is “you guys listen to what I ask for and make it happen! I’m very pleased with BC especially when you came along at a time when I was looking for a source that provided the services that you provide to my clients; I was looking for a user-friendly platform where my clients were able to place orders quickly and keep themselves organized.”

When BlueCart asked TCB if they would recommend the platform to other suppliers they said, “Of course we would. You have provided me with very friendly customer service since the beginning.”

In September 2013, This Chick Bakes was sold to Hope Jones of Cookie Mogul and Hope Faith & Gluttony, by the original owners, Jen Houston and Charley Tucker. Hope combined the best of all the bakeries into one of the strongest wholesalers of baked goods – with a special focus on Gluten Free – in the Tri-State area. Her cookies are renowned for their fresh and fun flavor combinations.

