extendinsights | **extend**sync

How Botanical Science, Inc. Used CloudExtend Email & Excel Integration Apps to Increase Productivity by 30% and Gained Near Real-Time Business Intelligence Insight

Customer
Botanical Sciences, Inc.

Product
-ExtendInsights for NetSuite
-ExtendSync for Google Workspace
 CRM: NetSuite

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CloudExtend has inspired me to explore additional ways that we can automate processes for real-time business intelligence. In a remote working environment, we've managed to make better informed decisions with real-time data and have company-wide visibility into customer communications that increased productivity by 30%.

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Sarah Verdier
President
Botanical Science, Inc.

About

For over 20 years Botanical Science, Inc. has been creating private label brands for discerning clients. They focus on brand development and their formulas were created with one purpose: to be the best. They include the finest quality, highest performing ingredients in the highest concentrations of clinical tested botanical extracts that yield desired results. Technology plays a key role in how they've enhanced the efficacy of their formulas, e.g., peptides. They only focus on high-end skin care, and because of that they can provide products with a value point significantly better than any other branded line.

Background

As a NetSuite user, Botanical Science, Inc. had been importing saved NetSuite searches into Excel by manually exporting, copying, and pasting, and using an email integration app that was soon to be discontinued. Leadership began exploring options, because even before finding out their email integration tool was being discontinued, it wasn't optimal. In the beginning of the pandemic, Botanical Science, Inc. began exploring both email and Excel integration apps when they realized that they needed to automate more processes, and work more efficiently to meet customer demand in a time of global commerce instability.

The Challenges

As a business model, Botanical Science, Inc. only seeks clients who share a similar

BOTANICAL SCIENCE

Website
botanicalscience.net

focus on quality and performance, and avoids chasing after high-volume mass market business. The COVID-19 pandemic represented an unprecedented disruption to the global economy and world trade, as production and consumption were scaled back across the globe. Botanical Science, Inc. built their businesses around superior products and services and they refused to cut any corners when it came to importing and/or exporting the finest quality, highest performing clinical-testing extracts. But as importing and exporting came to a grinding halt, the leadership team started recognizing the value of having business intelligence information refreshed daily for forecasting, projecting and planning processes. As the leadership team started to evaluate solutions, they also recognized that they couldn't implement a new product that would cause disruption into current operations.

The Solution

CloudExtend integrates with email and Excel applications that most people have familiarity with, and is traditionally up and running in less than an hour. Botanical Science, Inc. saw immediate return on investment, and felt very comfortable with the CloudExtend team. After ExtendInsights was implemented, leadership was able to save several searches from NetSuite, and create an easily refreshable executive dashboard in Excel that helped better forecast manufacturing, and importing and exporting products.

This was a tremendous benefit to Botanical Science, Inc. They could easily have near real-time reporting. In addition, using ExtendSync enabled them to have true cloud-to-cloud synchronization with Gmail, Calendar, and the Drive within NetSuite records. So, every employee could reference all of the past communication with the customer, and be more equipped to create positive customer experiences.

Bottom Line

Botanical Science, Inc. used CloudExtend apps for Excel and email integration and gained real-time visibility into day-to-day operations. By streamlining and automating processes, they increased productivity by over 30%. The dashboards created in ExtendInsights are used regularly to help the executive team make the most informed decisions as global commerce pivots in the pandemic. Forecasting and automation with CloudExtend products helped Botanical Science, Inc. preserve the efficacy of their formulas. Customer service experiences have become more personalized with ExtendSync, because each employee has the roadmap of the customer's communication journey right at their finger tips. In addition, the CloudExtend products are so easy to use—employees readily and easily implement them into their day-to-day processes.

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> I'm so happy with CloudExtend's products and team. In my opinion, all NetSuite users would benefit from automating more tasks with CloudExtend products; we were up and running in less than an hour, and they saved our team at least 15-20 hours a week and improved the accuracy of our data.
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> Sarah Verdier
> President
> Botanical Science, Inc.