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# Totally Branded improves customer experience and boosts conversions with bespoke web app



**Totally Branded** sells branded promotional merchandise, and they've built a reputation for prioritising the customer experience over everything else—including their own profit margins.

While many of their competitors simply take orders and send them overseas for printing, Totally Branded prints and fulfils almost all products in-house. This helps them achieve quick turnaround, and every element of the business remains in the UK.

Head of Operations Cody Tassie and his team developed a system for placing print orders, assessing time frames, and ensuring on-time production by managing production in Monday.com. However, since Monday.com offers an out-of-the-box solution that wasn't designed for their industry, it required numerous manual processes that were inefficient and subject to human error.

In an effort to create a leaner, more efficient system, Cody and his team hired Better Technology Consulting (BTC) to build a robust web app that would automate key elements of the production process.

*“We strive to deliver the ultimate customer experience, and we place customer satisfaction over everything else, including our profit margins.”*



— **Cody Tassie, Head of Operations**  
Totally Branded

## Client

Totally Branded

## Industry

Branded Merchandise

## Challenges

Totally Branded's order production system used Monday.com's out-of-the-box solution, which required a great deal of manual intervention. It was difficult to accurately predict production timelines, and the manual processes produced errors.

## Solution

BTC built a custom web app that eliminated manual order inputs, reduced errors, and accurately predicted production times.

## Results

The new web app helped Totally Branded increase conversion rates, improve the customer experience, and better allocate resources.

## Challenge: Inefficiency and human error

Many of Totally Branded's clients are event planning agencies. In the event industry, orders are time-sensitive, and it's essential to accurately predict the fulfilment timeline. Each order has an intricate set of production requirements, from printing to engraving, which requires the use of different machines.

Whenever a sales consultant received a potential order, they would contact a member of the production team, who would crunch the numbers and estimate production time. This approach came with the following drawbacks.



**Calculating turnarounds was time-consuming**, pulling employees away from more important tasks



**Inaccurate estimates** could cause bottlenecks in production, making it difficult to schedule work hours and forecast production needs



**Sales consultants had to call customers back** with their estimate, opening the door for a competitor to steal the business while they waited

Once Totally Branded's staff received an order, they would copy the data from Zigaflow and paste it into Monday.com, which increased the risk of inaccuracies.

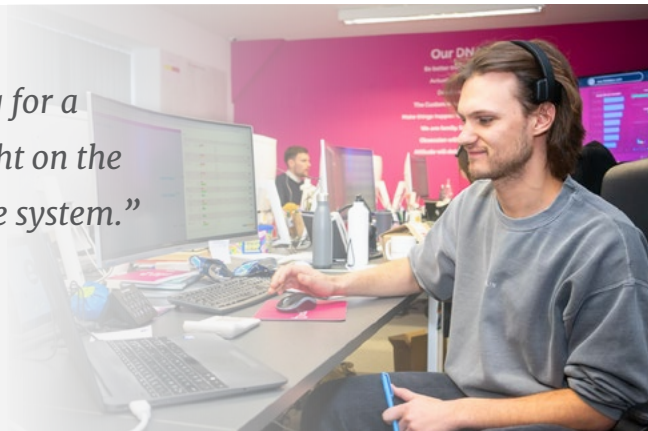
To address these concerns, the Totally Branded team spoke with consultants from Zigaflow, who referred them to BTC. In the end, BTC would collaborate with Zigaflow to build an API connecting Zigaflow with a custom web application designed to replace Monday.com.



*“When you're working with event agencies, they're looking for a partner, more than a supplier. We were doing everything right on the front end, but we needed to improve our production software system.”*



— **Cody Tassie, Head of Operations**  
Totally Branded



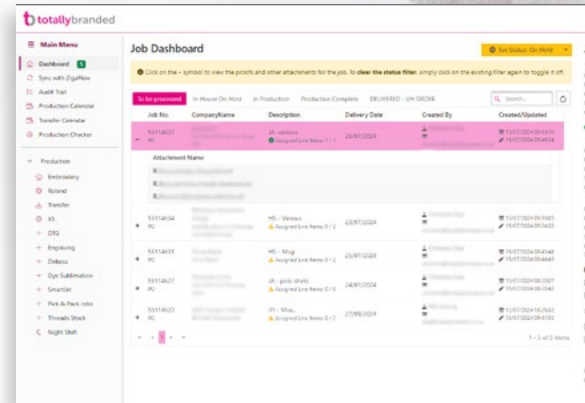
## Solution: A web app tailored to Totally Branded's production process

"In our first meeting with BTC, we emptied a lot of ideas on their plate, but nothing was too much," says Cody. "They were very transparent and drew up a roadmap, making it very clear what the web app would look like at each stage."

BTC's consultants worked with Cody and his team to understand their industry, processes, and unique automation needs. They met weekly, gathering input and adjusting their approach to bring Totally Branded's vision to life.

"One of my concerns with getting a bespoke system is that they promise the world, but on deadline day, they say, 'This is reality. We can't do that.' Instead, BTC sent me a detailed plan of everything that would be delivered, and they collaborated with us at every step," says Cody.

The first version of the web app emulated Monday.com's layout while greatly improving its capabilities. It allowed for automated order transfers from Zigaflow, eliminating transcription errors, but that was just the beginning.

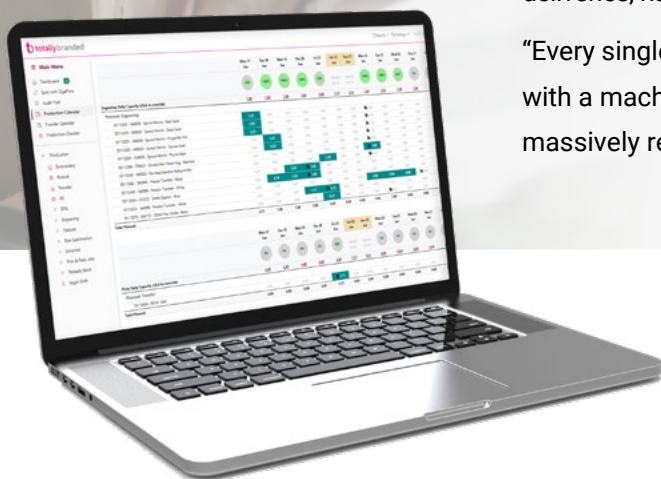


This initial version also included a production checker that allows sales consultants to enter an order request and automatically see whether the deadline was feasible based on each machine's capabilities and the staff's capacity.

"If we can't meet a deadline, the app tells us the soonest possible production time so we can offer our customers an alternative. Often the new time frame works for them, allowing us to close more business," says Cody.

Once the sales team places an order, the app tracks each element of production and delivery, and it provides alerts if overtime is required. This results in more accurate deliveries, happier customers, and repeat business.

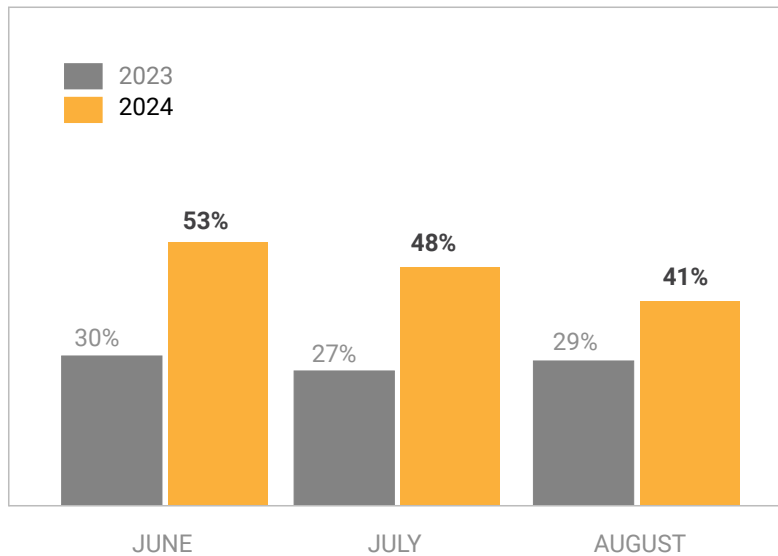
"Every single SKU has been preloaded into the system with a runtime associated with a machine, so we can see whether a delivery date is achievable. This has massively revolutionised our business."



## Results: Higher conversions and improved customer experience

Thanks to accurate production planning, the ability to quickly verify production times, and the option to offer alternative delivery dates, Totally Branded has seen drastic improvement in their conversion rates.

2023 vs. 2024 Conversion Rates: June, July, and August



“We’ve been improving the business in many ways, but I firmly believe that the proactive approach to production planning and fulfilment has played a major role in the higher conversion rates,” says Cody.

Additionally, management is better able to allocate production resources, as the employee they paid to look over the production schedule can now spend his time working on other elements of the business.

*“Being able to quote fulfilment times swiftly and accurately has definitely contributed to improving our conversion rates.”*

— **Cody Tassie, Head of Operations**  
Totally Branded



*“BTC is a true partner. They’re very accommodating and personable, and communication is quick, clear, and honest. If I need to speak with someone at BTC, they get back to me with a solution right away.”*

— **Cody Tassie, Head of Operations**  
Totally Branded



## An ever-evolving web app

After the first release, BTC collaborated with Cody and his team to add new features and expand the web app’s capabilities. This included additional “checkers” for different machines, giving Totally Branded greater intelligence and control surrounding their production process.

“BTC allows us to make changes incrementally that won’t impact other parts of the business,” says Cody. “They’ve since added a whole range of new features, and the difference is night and day. This is essential because we need a system that will grow with us at every step.”

Cody and his team plan to add new functionality as the business continues to grow, working closely with BTC as their technology partner. Ultimately, they plan to automate as much as possible, making everyone’s life easier—from their employees to their customers.

Looking to automate your business with a web app?

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