

Maxwood to launch B2B website for real time info



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Looking into the entrance of Maxwood's High Point showroom.

CHARLESTON, S.C. — Youth bedroom resource Maxwood Furniture has created a B2B website to offer dealers more real time information on when customers can expect orders to ship and be in stock.

The site, which is expected to launch in late February, will help customers see what's available from its Mullins, S.C., warehouse on a regular basis. With that information in hand, the company believes retailers will help improve communication with their own customers, creating realistic expectations on when specific products will be in stock and ultimately when they can expect the product to deliver.

"A lot of our product is component base," said Anne Jensen, chief marketing officer, of pieces such as ladders, staircases and slides that accompany loft beds, for example. "If there is a model you like and we know that there is a component missing and it is not available yet, we will give you an estimate of the time (that it will ship). ... If it looks like it is coming in on the first of March, that information is available."

Then the system communicates with customers when an item is back in stock, providing them near immediate information that allows them to complete an order. "You can see what's in stock, and you can sell with confidence and close the sale right then," added Carina Buckman, who handles commercial sales at Maxwood. "It is about the importance of selling and being able to sell right then. ... It gives people confidence, which is huge in a selling environment."

In addition, the site uses new and improved photography to showcase the line. The site also features product dimensions and other specs, and it offers product demonstration videos to help educate retailers and consumers not only about the depth of the line, but also how to assemble different items.

"We are thinking about what would I want if I was a dealer," Jensen said, noting that the company has the ability to put updated imagery and information onto the site immediately. "I would want access to the whole gamut. That is a huge benefit."

The website also provides updates twice a week updates for expected ship dates for product that is not in stock and hourly updates regarding in-stock merchandise.

“This site in particular is super helpful to people who buy from the Mullins warehouse, and is about dealers who are customers for in stock product,” Jensen added. “This is how we serve (our customers). We have invested significantly in this technology and at the same time we have invested significantly in our capabilities from a shipping and warehousing perspective.”

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