



Apexon

SUCCESS STORY DIGITAL EXPERIENCE (UX)

ELEVATING UX FOR THE FATHER'S TABLE WITH WEB TRANSFORMATION

Apexon reimagines web experience for dessert maker to help better market and sell their available products to both end-customers and brokers.

The Father's Table is a privately-owned national dessert company best known for its variety of cheesecakes. Founded in 1998, the company has expanded its offerings over the years to include a variety of sweet treats, food services, and school lunch programs. Half the company's profits fund The Fathers Table Foundation, their non-profit organization.

As the company had expanded its product offerings, its website had not kept pace, making for a poor user experience and missed sales opportunities. Apexon was engaged to reimagine The Father's Table website to help better market and sell their available products to both end-customers and brokers.

The Father's Table®



Founded in 1998



Privately owned, national dessert manufacturer



#1 branded cheesecake in retail in-store bakeries

THE RESULTS

KEY OUTCOMES



**INCREASED STAFF
PRODUCTIVITY
VIA BETTER WEB
MANAGEMENT TOOLS**



**MORE EFFECTIVE
MARKETING & SALES**



**STRONG SALESFORCE
ADOPTION LEADING
TO MORE EFFECTIVE
CUSTOMER SERVICE**

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

LAUNCH & EXPERIMENT



BE DIGITAL

AUTOMATE & ACCELERATE



EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner



Build digital infrastructure and foundation for enterprises to scale



Leverage data engineering to make strategic decisions and get digital right every time

Apexon helped with a complete site redesign with an intuitive UI and efficient sales portal.

Apexon helped The Father's Table streamline content management system via new sales portal.

THE CHALLENGE

STREAMLINING THE USER EXPERIENCE

As The Father's Table added new products, services, and school lunch programs over time, the website became difficult to navigate. Specific product information was not easily accessible. This created a number of challenges for both the company and its website users, including the heaviest users of the site: the brokers.



Product Visibility

Brokers were unable to locate the product information they needed (product images, nutritional and packaging information, etc.) to effectively promote the company's offerings to their retailers.



A Lack of Privacy Policies or Terms of Use

This created legal issues for the company.



Manual Processes

Very little could be conducted online, forcing brokers to communicate every single one of their needs and wait for those materials to be delivered to them.



Poor Content Management Capabilities

This made it difficult and time intensive for Father's Table staff to keep the product content up to date, further emphasizing the problems outlined above.

THE SOLUTION

A SITE REDESIGN WITH AN INTUITIVE UI & EFFICIENT SALES PORTAL

Apexon's Digital Experience team started by creating a taxonomy and site design for Father's Table products based on different category types. This made it easier for users to find the exact information they needed.

In addition, a new sales portal gave the sales team and brokers the ability to sign in and download product information such as pictures, labels, and specs from a central location. This eliminated the time spent waiting for product information so they could better serve their retailer customers. It also streamlined the efforts for Father's Table staff members responding to those requests.

The portal provided the sales team and brokers an easier login process that did not require a VPN to access information, too. This freed up time and eliminated confusion in communication across all departments.

Key highlights of the solution include:



A Central Online Location

information required by the Father's Table sales team, brokers, and end-users



Streamlined Content Management System

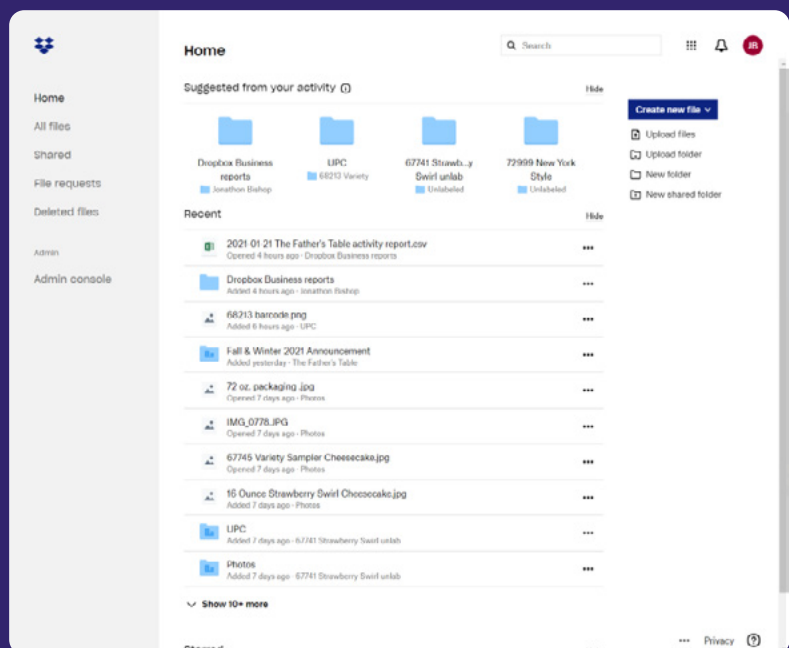
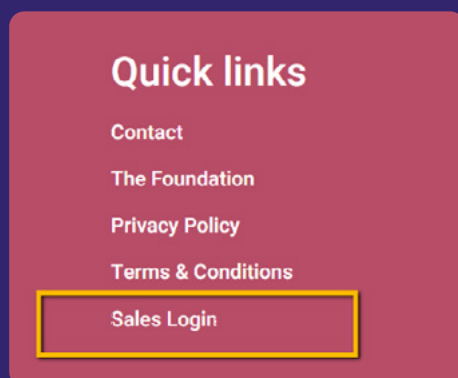
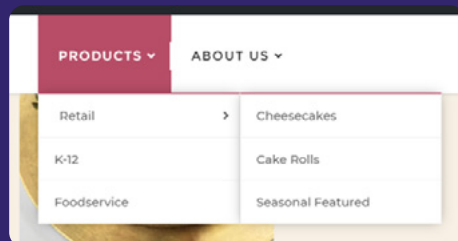
Enabled Father's Table staff to easily update the site at any time with new offerings, product information, and high resolution product images. This also minimized time-sensitive dependencies and freed up staff to spend time on higher-value activities



A More Effective Marketing & Sales Presence

Leading to higher sales and profits for Father's Table

Apexon also added a privacy policy and terms of use to the website, eliminating any legal liabilities.



“We always felt like Apexon's number one priority. It really made a difference when we would ask questions and no one would hesitate to answer or even offer to talk to someone else. There was always a clear form of communication.”

Adrienne Harmon - Director of Marketing - The Father's Table



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?

