

## Customer Case Study



**Master  
Purveyors, Inc.**

**“We saw a 90% decrease in mistakes such as product codes, pricing and order errors when we started using BlueCart!”**

For over 50 years, Master Purveyors of Bronx, New York, has been offering fresh hanging and boxed prime USDA and Certified Angus Beef products to the restaurant and hotel industry. Everything from porterhouse, skirt steaks, to custom blended beef burgers, Master Purveyors offers a wide selection to its customers. Master Purveyors sells its prime steaks to the top steakhouses in Metro New York, Washington DC, Boston, Connecticut, Chicago, California, Miami, Japan and Korea.

### The Problem

“Before being introduced to BlueCart, we looked at a variety of software packages. We needed help with missed codes and pricing. We could not find a solution that we wanted to implement. Many were hard to use and one would have to go back to college to learn how to use them effectively. BlueCart on the other hand is user friendly and is easy to learn how to use it immediately.”

### The Solution

“Everyone that uses BlueCart loves it. Every customer that we signed onto the platform is still using BlueCart!”



**“We no longer have to research prior orders or product codes when a customer places an order.”**

We no longer have to research prior orders or product codes when a customer places an order. We no longer have to place the orders manually from a phone call. Because the product codes are entered into the BlueCart platform, we always know precisely what the customer needs. The instant notifications such as when an order has been placed gives our sales reps and delivery drivers up to the minute information as to when products are delivered. The ability to communicate easily to our customers also comes in handy during announcements such as holiday closures and specials.



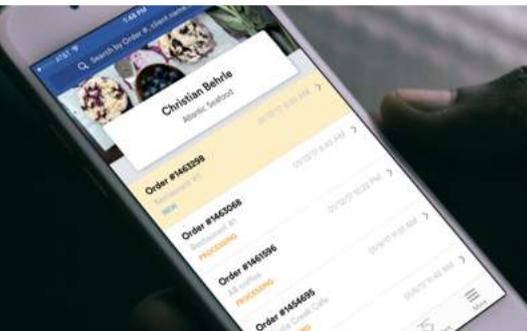
**“For example when a customer has not ordered by the cutoff time, we can remind them right away to place an order! That type of communication helps with continual sales flow.”**

Each sales rep at our company has conducted BlueCart training on the sales rep app. The best part of the app is the ability to check orders on their smartphone, tablet or laptop. We save at least 2 minutes on each order.

“BlueCart is service oriented and addresses each problem or question we may have **within an hour or less**. This is paramount for us when dealing with real time deliverables and pricing. BlueCart also **listens to feedback** on current features and possible future ones. We would recommend BlueCart to all restaurants and hotels as it has made our day to day business operations much easier.”



Customers are no longer using fax to place orders which could be difficult to read at times nor leave voice mails that were hard to understand. Each order that is placed on BlueCart gives our reps in the app immediate notifications about incoming orders. Seeing orders in real time saves time and eliminates phone calls back to the customer to confirm the appropriate order.



“With the use of the BlueCart sales rep app, we have more time to **meet new customers** and **grow our business**. When talking with prospects we promote BlueCart as it has turned into a **selling tool** for us.”

Interview conducted with Mark Solasz, Vice President of Master Purveyors, and Steve Gold, Director of Sales and Marketing. Family owned, Master Purveyors, Inc., specializes in fresh hanging USDA Prime Beef. They offer dry aged and wet aged beef from our state of the art aging facility in New York City. They use quality time-tested techniques passed down from generation to generation to create the perfect flavor profile. On August 16, 1957, Sam opened up Master Purveyors on Washington Street in New York City’s Gansevoort Meat Market. It is due to his truly unmatched work ethic, passion and unrelenting plea to survive that Master Purveyors is fortunate enough to maintain its loyal client base and respected reputation.

