

PAIGE Denim

Born and raised in Los Angeles, PAIGE is a California lifestyle collection for men and women. Over the years, PAIGE has evolved into a prominent fashion house offering seasonal favorites and wardrobe staples that reflect our commitment to cutting edge design and attention to every last detail.

How PAIGE Denim improved field sales and maximized the impact of content



With Bigtincan, we've found an easy, highly effective way to arm our field representatives with a single point of access to all of the tools they need to close deals.

Ywain Cheney
Art Director of PAIGE Denim

Challenge

Equipping a mobile sales force with easy access to the latest brand materials.

Fashion is a visual industry and visuals are critical to the success of sales. To meet this challenge, PAIGE Denim needed to implement an easy-to-use solution that allowed their sales staff to always have access to the newest images through a single interface.

PAIGE Denim was using a File Transfer Protocol (FTP) to store and access images of new collections of jeans. This posed a tremendous challenge for PAIGE distributors as they regularly had to navigate through complex file systems to try and find and download the latest images on the fly, which often staggered the sales process. PAIGE Denim needed to find a way to:

- Improve field sales processes by arming distributors with an easy-to-use tool to access and share images and measure content effectiveness.
- Equip teams with tools that improve—not hinder—the mobile workforce's workflow.
- Streamline the sales process while providing salespeople with access to resources—from look books to line sheets to materials—on the go.

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Bigtincan has improved our business processes across the board.”

Ywain Cheney
Art Director of PAIGE Denim

Bigtincan's solution: Content Hub

Arming field reps with visual storytelling

PAIGE Denim implemented Bigtincan to improve the field sales process with distributors by making it easier for sales reps to access and share images of new jeans collections while garnering valuable insights around which content is most effective during the sales process. Ywain Cheney, Art Director of PAIGE Denim notes:

“In the fashion industry, your success often hinges on how well you can tell a visual story and our field sales organization was not able to effectively do that with our internal FTP system.”



Bigtincan Content hub is the world's leading mobile-first content enablement platform that puts content in context.

Content Hub delivers the right content to the right user based on role, time, location, association and/or event—with all the automation and tools needed to engage with content in one integrated, intuitive platform. PAIGE Denim implemented Bigtincan to create a more efficient and cost effective way for its field sales team to access and share images through a single interactive interface.

Gaining visibility into marketing asset performance

More importantly, the executive team wanted to understand which images and content were resonating with buyers and to duplicate that process across the sales organization. Content Hub also provides PAIGE Denim with intelligent insight into all aspects of how all of its 75 field sales users engage with content, helping them unlock expertise and create expert networks that will improve the overall performance of the entire group.

Cheney cited the success they've had with understanding how and when to deploy different types of content with Content Hub, saying:

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Anything we can do to remove unnecessary work on the salesperson or marketing professional, and create an ease of use for the client, is of great business value and benefit. Bigtincan is a great solution and I highly recommend it.”