

NUTRA BLEND UPDATE

Nutra Blend launches a new, innovative online ordering platform.

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In 2020, Nutra Blend launches the E-Store, a new online ordering platform. This innovative, digital marketplace allows customers to place orders quickly and conveniently online. This site also provides new tools and features to manage their account, access product resources and much more.

Nutra Blend E-Business Director, Bryan Shelstad describes this platform. “Our digital platform is all about providing convenience to our customers and suppliers. This means provide access to relevant product information, 24x7 ordering, visibility to order and shipping status, and providing other self-service features digitally, that make working with Nutra Blend easier than ever before.”

Nutra Blend launches the E-Store in no shortage of time as the impact of COVID-19 has impacted the supply chain. With the changing environment, digital accessibility and e-commerce will play a vital role in the evolution of agribusiness.

Feed Info recently released a survey measuring the digitalization of the Feed Additives Industry. Its findings promote a positive future for the world of e-commerce in Animal Nutrition. While only 21 percent of buyers purchase animal nutrition products online today, 66 percent would consider purchasing them online. 75 percent of respondents believe a significant shift to online will happen in the next 5 years.

The digital environment is a key area of growth for Animal Nutrition and Nutra Blend is working to provide an optimal digital channel that fits the needs of its customers.

Matt Harper, Nutra Blend Marketing Director, sees a bright future for Nutra Blend E-Business. “The foundation of Nutra Blend’s business is anchored in providing industry leading customer service. A key component to accomplishing this has historically been fueled, in part, by building strong relationships with our partner customers. While this philosophy has not changed, we realize that in today’s world, e-business also plays a critical role in providing unequaled customer service. We are breaking new ground in e-business applications that have not been seen in our industry that will provide innovative tools, resources and e-services. This combined with our continued person to person service will set a new standard in customer service and expectations.”

The E-Store provides customers with more than just a convenient ordering experience. Customers are able to browse and filter through the entire offering list to compare products as well as access technical data like specification and SDS sheets. Current Customer Rewards Points and promotions are also available for those who participate in the Rewards program.

Access to transaction history is now right at customer fingertips through the customer account portal. Now, users can access all their account information including viewing, downloading and printing transactional statements.

The E-Store is a digital channel Nutra Blend hopes will continue to increase their ability to meet customer needs efficiently.

Nutra Blend E-Commerce Manager, Audra Link, stated “It has always been a Nutra Blend’s priority to provide exceptional customer service and build relationships with our customers. I think the digital space will only expand our opportunities to excel in those areas. Providing great service, ordering convenience and sharing information our customers need when they want it are all ways the E-store is doing just that. I’m excited to see where this channel takes us.”

You can sign up for E-Store access today by visiting www.nutrablend.net/sign-up. Shop the store by visiting www.onlineorder.nutrablend.com.