



Reelcraft Adds 360° Content to Meet Customer Expectations

Industry: Sporting Goods

Pain Points

- Limited photos without different product angles
- Low consumer trust and purchase confidence

Results

- Greater product visibility
- Effective sales enablement tool for the customer service team

Transitioning to 360-Degree Imagery

The transition to eCommerce in B2B means more people are producing product research and transactions online. Which means manufacturers and distributors need to figure out how best to showcase their products in a digital world.

Look no further than Reelcraft, a B2B company transforming its e-commerce strategy to meet the changing needs of its customers. Reelcraft is the leading global manufacturer of hose, cord, and cable reels for industrial, commercial, and professional applications. Reelcraft supplies its products to several distributors including Grainger.



Meeting the Digital Demands of Customers

Prior to working with Snap36, Reelcraft shot its own product photography in-house. Typically only one angle of a reel was photographed, which meant customers could not see the entire product and were disappointed. The Reelcraft team knew they needed a different solution, and chose to work with Snap36.

"We had seen 360-degree spins online and thought it was a unique and engaging way to enhance the user experience. We immediately knew this was something we wanted to do," said marketing manager at Reelcraft, Jennifer Braun.

"360-degree photography gives the customer a comprehensive view of the product. The next best thing is having the physical product in your hands," said Braun. "We're always looking for new strategies to improve our digital experience and give customers a reason to come back, and 360-degree imagery definitely accomplishes this goal."

Leaping Ahead of Competitors

With the acceleration of eCommerce in B2B, it's crucial for companies to have a product content strategy. Manufacturers and distributors need to differentiate themselves by emphasizing product details visually while providing consistent and comprehensive information to help customers make a decision. "I think companies that are not using 360's are missing out. The amount of information we can provide during these interactive experiences is incredible" said Braun.

Not only has 360-degree photography enabled Reelcraft to leap ahead of competitors by creating a better online experience, but it has also been an extremely helpful support tool for the customer service team. When somebody calls in and needs help with a specific product, the customer service representative points the caller to the Reelcraft website and guides them to the 360-degree product view to address any questions or concerns.

The ability to see exactly how the product looks in multiple angles eliminates customer confusion and ultimately increases trust. Reelcraft's customers are now confident they are receiving the exact product they anticipated. And, that means no surprises.

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Jennifer Braun

MARKETING MANAGER

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