



Seize Every Sales Opportunity

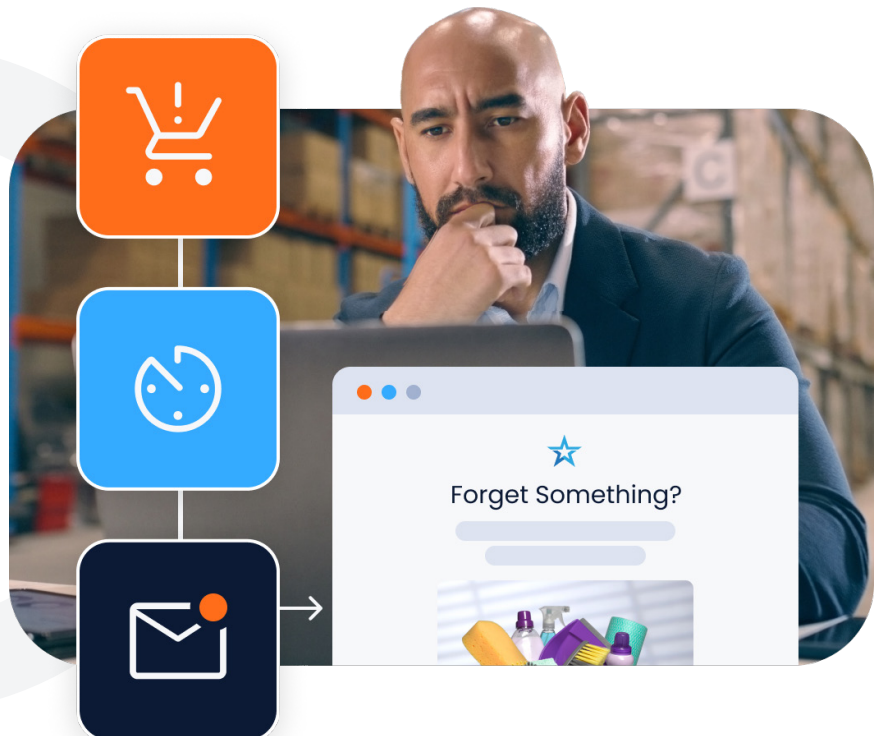
with White Cup CRM+BI Integration

How much revenue are you missing because your sales team doesn't have insight into your customers' online orders? With White Cup's eCommerce CRM solution, your team can use online activity to drive more offline sales.

Close the gap between your online and offline sales and sell more through both channels with White Cup's eCommerce integration.

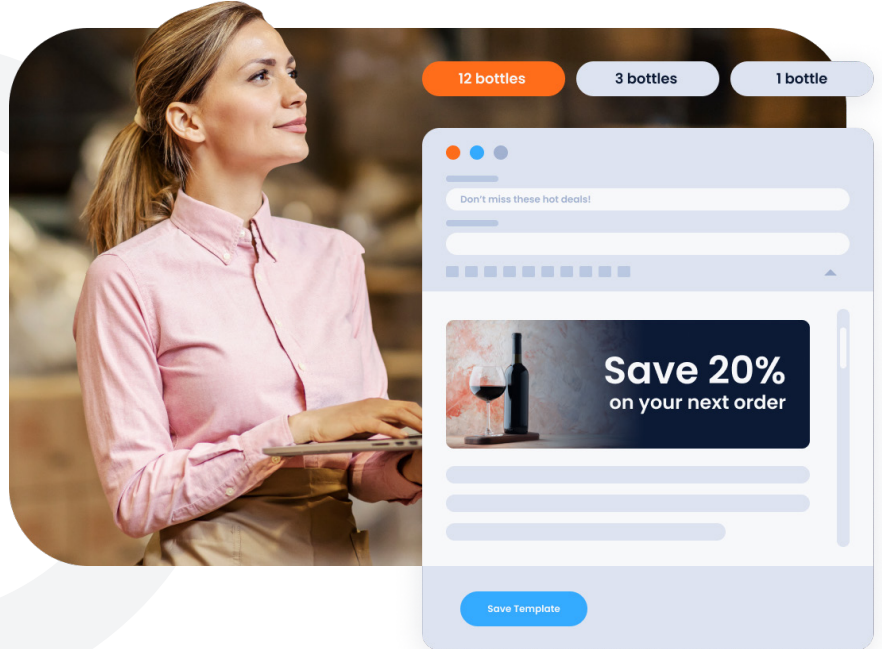
Turn browsing into buying

Supercharge sales with automated tasks to your team to follow up with customers about attempted or completed purchases.



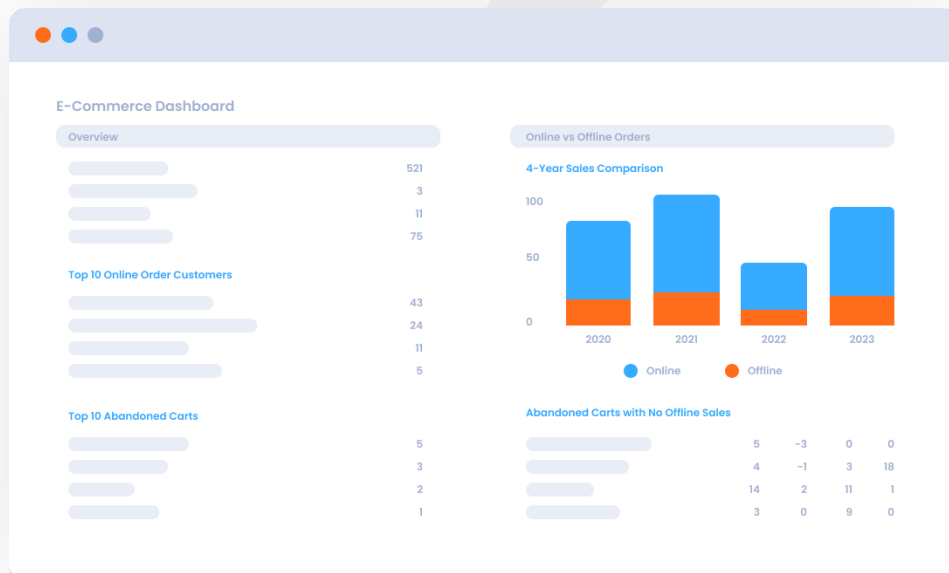
Elevate your eCommerce website

Transform your online store from a digital catalog to a dynamic revenue engine. Create segmented lists based on customer behavior to improve conversions, and use marketing automation to accelerate the sales funnel.



Optimize operations and planning with White Cup BI + eCommerce

Help your team forecast product demand, manage inventory, personalize customer support, and set more accurate sales goals with visibility into customers' online purchases in White Cup BI.





Integrations With Popular Platforms

White Cup integrates with leading eCommerce platforms for distributors, including **Shopify, Magento, BigCommerce, and WooCommerce**. Don't see yours listed? Our experts will work with you and your eComm provider to determine whether their available API, Java Database Connectivity (JDBC), or webhook connection options are compatible with our integration.



Work Together To **Win More**

White Cup helps distributors win more deals, customer loyalty, and market share. With a powerful CRM that empowers team members to act on their best opportunities faster, business intelligence solutions that transform customer and product data into crystal-clear insights, and precision pricing software, the White Cup Suite helps distributors shift from reactive, siloed customer interactions to proactive, collaborative growth strategies. With decades of industry experience, White Cup is trusted by more than 850 customers globally.



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