



## Flowers Importer Grows Business With Web Forms - Solé Farms

### About the business

Solé Farms is a medium-sized business in Miami, Florida, that imports and distributes fresh cut flowers for North American markets. The company is listed among the top 15 importers of flowers from Latin America.

Having a powerful online presence is very important to Solé Farms, as they work with a wide network of partners from remote locations. Web remains the main platform of communication with their associates as well as with new clients. The website of Solé Farms recreates the atmosphere of a flower shop, while showcasing company's services.

### Issue

Conversions on the web portal are a constant concern for Solé Farms. The main goal of the entire website is to direct leads towards the contact page, where they would request quotes, ask for a sample or place an order. There was a single big problem: the online contact form they previously had did not function properly and failed to deliver submissions. Company representatives realized they were missing out on potential clients. A reliable form building solution was needed.

### 123ContactForm solution

With that professional contact form in mind, Jonathan Bunio, the webmaster of Solé Farms, checked a few online services. However, he found each of them too expensive, as the corporate environment asks for lucrative solutions and he needed to optimize the cost benefit ratio of their website.

Once reaching 123ContactForm, Jonathan Bunio knew he could call off the search. The contact form he built was perfectly designed to capture all the needed information about their leads, using effective basic fields: Name, Address, Phone number, Type of business etc.

### Tools used and overall payoff

- Contact forms with advanced fields
- CSS styling
- Security options - CAPTCHA.

The customer relations improved consistently with the help of the new solution. Good achievements empower you with new ideas. Mr. Bunio now plans on using 123ContactForm tools to a new task for Solé Farms: a customer survey session they will do in the near future.

## TESTIMONIAL

*"We found 123ContactForm very easy to use and implement with our site. And the cost is so much less than other providers. As a direct result of using 123ContactForm, we have opened several new accounts and have increased revenue."* (Jonathan Bunio, Webmaster at [www.solefarms.com](http://www.solefarms.com))

## Summary

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ISSUE



2

SOLUTION



3

PAYOFF

Solé Farms needed an effective contact solution to gather leads and convert them into customers for the business. The old form was not functional and they had problems in communicating with their website visitors.

123ContactForm offered the form building solutions needed at a fair price. The contact form captures the needed details in a professional manner. All collected data is stored safely in the submission repository.

Company representatives are now able to get in touch with customers interested in doing business with them. They increased revenue with the help of one simple element - the contact form on their webpage.