



WoodBlocX scales across the continent with Copper.

The Scottish-based retailer has moved into 4 new countries and grown revenue nearly 10X in 6 years

6X increase

in B2B revenue

100+ transactions processed

per day through Copper

£5.5M revenue
(\$7.22M USD)

expected in 2022 up from £584,000
(\$767,000 USD) in 2015

Meet WoodBlocX

Founded in 2002, WoodBlocX specializes in modular building kits for raised flower beds and other landscaping furniture. After shuttering their entire operation in 2004 due to high retailer margins pricing them out of the market, resurrecting the business nearly a decade later, and landing an investor on the TV show “Dragons’ Den” (the UK version of “Shark Tank”) in 2012, the family-operated company has trekked a fascinating path to success. What was once a B2C-only, mail-order company has emerged as a flourishing multi-million-dollar business thriving in B2C and B2B markets across Europe.

Today, WoodBlocX splits their sales between premade kits and bespoke design services to homeowners and gardeners, and urban regeneration projects with large construction firms and local councils. Managing monumental growth with a small team would have been impossible without the right tech tools, including a CRM. Let’s jump into how WoodBlocX chose Copper, and the results they’ve seen since using the platform.

Growing pains demand organization

WoodBlocX's 2012 "Dragons' Den" appearance kicked off a new era of rapid scaling for the business that led to some uncomfortable growing pains. They needed serious help tracking exploding numbers of customer inquiries, explains Business Development Manager Dan McLearnon.

"I joined the company about six years ago, and at that point, we didn't have a CRM system for tracking any inquiries," he recalls. "We would get back to them with a quotation and forget about it in six months." The lack of tracking hindered them from building out a consistent follow-up system — and valuable construction leads inevitably got lost along the way.



"Copper allows us to stay connected and up-to-date with projects when working at home or in the office."

Harry Paulin
WoodBlocX CAD Designer

At the time, WoodBlocX's primary revenue stream came from direct-to-consumer sales. But as their B2B business grew, they needed a CRM to support it. Inquiries flooded in, pulling the team in too many directions with multiple lines of business. With the B2C, e-commerce side thriving also, their associated free design service needed to track the team's own unique processes when working on multiple customer gardens at a time.



Customized pipelines for different parts of the business

The team struggled to keep all the balls in the air using only Gmail. With each business unit managing entirely different workflows, keeping tabs on these disparate processes was a losing battle. WoodBlocX's leadership started searching for a solution that integrated with Gmail and would allow them to automate their different workflows. After exploring options like Salesforce and HubSpot, they were convinced. "Copper just fit the bill," says Dan — offering the most straightforward way to customize pipelines to track both B2C and B2B inquiries and manage design projects from quotation through to completion.

Using Copper’s native integrations, WoodBlocX has established the platform as their single source of data for both sides of the business.

Jumping into CRM from all angles

Eager to get organized, Dan and the team began customizing different pipelines to track: retail sales, the design process that services custom retail purchases, and the B2B arm of the business — which happens to be Dan’s domain.

Wrangling B2B with all the bells and whistles

Dan dove into Copper, turning it into a lean-and-mean-machine for B2B lead management. Without a dedicated sales team, his ability to single-handedly nurture every lead in the pipeline is critical — and that’s only possible with a robust platform backing Dan up.

Many of WoodBlocX’s B2B clients require months of nurturing before they close, and key Copper capabilities are pivotal to keep these deals in motion:

- Recording all prospect and customer touch points to maintain a full communication history on each individual
- Creating task lists and reminders to follow up with prospects
- Automating some of the follow-ups using workflow automation, email templates and Copper’s MailChimp integration

- Managing contracts via Copper’s DocuSign integration to track signatures
- Syncing contract data to QuickBooks for invoicing

And now, Dan has developed a holistic B2B pipeline that follows leads from inquiry to design to invoice until the project is ordered and complete.

Years ago, Dan learned the important lesson of the long game: Some leads will attend a WoodBlocX product introduction seminar and then come back months later with an inquiry. By keeping track of every touch point in Copper, Dan can easily jog his memory when they get back in touch.

The reports feature is another crucial function, enabling them to track all deals (including their B2C purchases) to maintain an accurate snapshot of sales and in-progress projects each week. Copper has become central to staying on top of the business’ sales targets. “At 5pm every day, we look at daily revenue numbers on Copper,” says Digital Marketing Manager Mike McManus.





Individualizing the design process during COVID

On the retail side, WoodBlocX has differentiated itself in the market by providing free bespoke design services to customers regardless of their budget. Staying on top of design requests and keeping the pipeline organized was a cumbersome job for their small design team without the right tools.

Using Copper, they've streamlined the design service pipeline for both retail and commercial clients. From initial contact through to drawing up plans and closing out invoices, "Copper allows us to stay connected and up-to-date with projects when working at home or in the office," says Harry Paulin, WoodBlocX CAD Designer.

Uniquely, each member of the WoodBlocX design team follows their own design workflow to track opportunities throughout the buyer journey. Every designer has the freedom to customize Copper in a way that makes sense for their own individual pipeline.

"We have so many avenues of sales, and we just needed one touch point that could manage everything. Copper has become that touch point."

Dan McLearnon
WoodBlocX Business Development
Manager

Though their workflows may look different, the design team is a close-knit group who previously thrived collaborating in the office together. When COVID hit, they had to find other ways to stay in sync while working apart.

"We had a very tight-knit office setup, a small team, and we were constantly talking. Then all of a sudden, we were all at home separately, and we needed a way to manage that whole process, but remotely. Copper absolutely facilitated that critical communication piece," recalls Dan.

The group weathered the initial transition and soon incorporated Copper into their daily processes. "When I jump into Copper, it feels like Trello on steroids," Mike says, jokingly. "Trello is just a pinboard. And then there's Copper ... it feels like an absolute best-in-class CRM."

Now, the entire team works straight from Copper's Chrome extension that lives inside their Gmail inbox. Employees enjoy its simplicity and how easily it shifts into the background of their daily processes while keeping all their account data up-to-date for the admin and leadership teams.

Enjoying full retail sales tracking using flexible integrations

Every single tool the company uses runs through Copper thanks to integrations. Copper serves as their CRM, their B2B project management tool — and everything in between.

For online purchases, WoodBlocX uses Zapier to connect their e-commerce platform, Magento 2, to Copper — enabling the CRM to record and track online sales and create or update B2C customer records. The retail site receives over 100 web orders a day (and growing), which are automatically imported into Copper. Using this crucial integration, WoodBlocX runs the entirety of business operations through the Copper platform.

Under Dan's leadership, the team has customized Copper's B2B-focused functionality to use it simultaneously as a B2C sales management tool that ties into all other operations. "We have so many avenues of sales, and we just needed one touch point that could manage everything. Copper has become that touch point."

Explosive growth and room for more

Copper has transformed the way WoodBlocX works internally while supporting the business' growth across new European markets from their remote base in the Scottish Highlands. "With seamless Gmail integration and accurate reporting tools, our cross-functional team can now manage B2C and B2B WoodBlocX projects, automate workflows, and handle customer data with ease," notes WoodBlocX owner Henry Blake.

In fact, the company has experienced six-fold growth on the B2B side since implementing Copper. Going from being a retail-only shop, B2B now accounts for around 25% of their total revenue.

WoodBlocX has grown its annual revenue from £584,000 (around \$767,000 USD) in 2015 to an expected £5.5 million (approximately \$7.22M USD) in 2022. "With a team of twelve people in a remote part of Scotland, it's pretty incredible, really," says Mike. "Our growth has been in huge part due to Copper's ability to help us internally."



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Henry Blake
WoodBlocX Owner



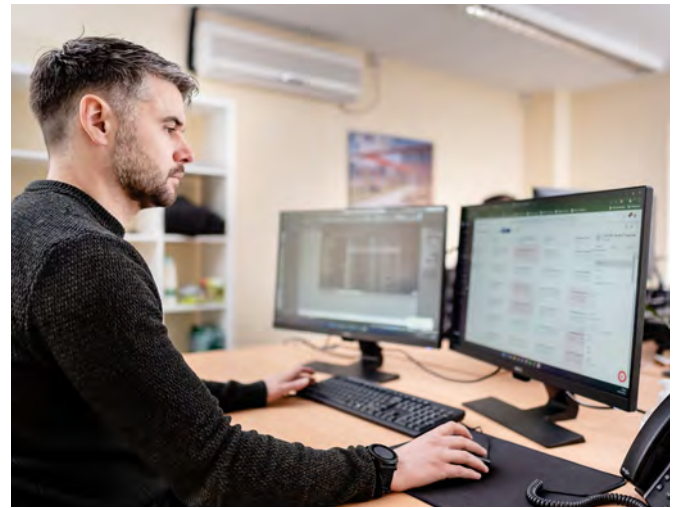
They also achieved a massive milestone in February 2022, when their revenue for the month was equal to their entire annual revenue in 2016. Aside from monetary growth, the company has expanded its global footprint from the UK to other parts of Europe, including Germany, France, Spain and the Czech Republic.

More expansion on the horizon

This year, WoodBlocX plans to launch in Belgium, Sweden, the Netherlands, Norway and Italy. And despite the language barrier, they've already been using tools like Google Translate and DeepL Translator to support burgeoning client relationships in other countries.

“As we grow, the scalability of Copper is a massive seller for me.”

Dan McLearnon
WoodBlocX Business Development
Manager



The team is eyeing even more expansion in the near future, and they plan to use Copper as their central business platform for all the new customers they bring in.

“As we move to a new country, I’m going to have a new pipeline for each one ... I can already see that path being put into Copper very simply ... As we grow, the scalability of Copper is a massive seller for me,” says Dan. For a young and rapidly growing company, the future of WoodBlocX is full of boundless opportunities. We’re excited to see where they go from here. (On a side note, the Copper team has put in a personal request to bring WoodBlocX to North America ... stay tuned!)

Expand your horizons with Copper

Designed for relationship-centered businesses that run on Gmail, Copper functions seamlessly in the background while you spend time on what matters: people.