

CLIENT CASE STUDY



Pulse Commerce's Order and Inventory Platform has transformed our ability to leverage our Magento e-commerce storefront. We've seen improvements across the board with higher customer satisfaction and streamlined back-office productivity, increasing by at least 35%.

—Michael O'Leary, President, Brightlife Direct



INDUSTRY

Apparel and Accessories

REQUIREMENTS

- Robust APIs
- Integration with NetSuite ERP and 3PL
- Robust Integration with Amazon Marketplace and Magento Ecommerce Solution
- Product Information Management (PIM) supporting ecommerce and marketplaces
- Powerful reporting and business intelligence capabilities
- Robust customer service and loyalty tools, including social login and type-ahead address autocomplete to speed up order entry by 50% with reduced keystrokes

SOLUTION

Pulse Commerce Order & Inventory Platform + Ecommerce Solution

RESULTS

Dramatic improvement in website sales were generated along every dimension:

- Revenue increased 55%
- Conversion rate improved by 33%, significantly reducing acquisition costs
- Total transactions increased 69%, with 25% more purchases per transaction
- Units sold increased 154% and unique purchases increased 113%

SITUATION ANALYSIS

BrightLife Direct was seeking to improve ecommerce, marketplace and telesales performance by migrating from Order Suite OMS to a more robust platform. As a high growth apparel retailer, they needed a scalable solution that that could support high growth and simplify operations. At the time, BrightLife Direct struggled with the lack of a unified product information management (PIM) solution. Website product content and information was pulled from several different sources and was highly prone to human error and delays. Such inefficiencies restricted company's fast growth and resulted in a number of missed business opportunities. It was time for change.

The company needed an ecommerce Solution, an order & inventory platform, and a product information management solution that could integrate with multiple sales channels, including its own website and the Amazon marketplace. They needed a future proof, integrated technology stack supported by robust APIs to allow for both current and future integration needs, including QuickBooks for financial management. Most importantly, seamless integration with Magento ecommerce platform and with NetSuite's ERP, to improve the order fulfillment process, were essential requirements.

THE CHALLENGE

As BrightLife Direct's business grew, the challenges of serving customers across multiple sales channels grew as well. The customer service team needed access to telephone orders, website orders and Amazon marketplace orders. They also needed to the ability to quickly modify orders, regardless of the sales channel.

With the addition of Amazon as a sales channel, BrightLife needed to manage inventory allocation in real-time, ensuring that Amazon could accurately display whether an item was in stock or out-of-stock.

BrightLife's product selection supplier list was growing too. Onboarding new suppliers and products was an onerous and manual process that introduced product information errors across all channels.

Finally, the website lacked modern ecommerce capabilities, such as social login, searching by product category, and sorting results by price, rating, and best selling.

THE SOLUTION

Pulse Commerce Order & Inventory Management Platform + Ecommerce Solution

SWITCHING TO PULSE COMMERCE

After conducting extensive market research, BrightLife Direct was impressed with the broad and deep set of features and capabilities offered by Pulse Commerce. The platform satisfied all of BrightLife Direct's business requirements and then some. Pulse Commerce was the only Order & Inventory Platform that included a built in PIM solution. Global Express Entry feature suggests a complete, verified postal address as a user types, saving up to 50% in data entry time and simplifying shopping cart checkout for customers and in the call center, and real-time verification eliminates shipping costs due to incorrect addresses. And the platform was future proof — highly flexible and customizable, providing the freedom and scalability that BrightLife needed, all while taking advantage of Pulse Commerce's SaaS cloud delivery and pay-as-you-go pricing model.

Pulse Commerce's fast, and seamless implementation process was a key differentiator too, reducing overall project risk.

CUSTOMER ENGAGEMENT AND SALES GROWTH

Pulse Commerce's Order & Inventory Platform integrated perfectly with BrightLife Direct's Magento storefront and NetSuite ERP, streamlining back-office processes and dramatically improving productivity. The platform's advanced feature set provided the tools BrightLife needed to provide an outstanding customer experience to its shoppers, increasing customer satisfaction and loyalty across the company website, Amazon storefront, and telephone order sales channels.

The ROI for Pulse Commerce's OMS was immediate, and customer satisfaction on the Amazon storefront has been stellar, with a 96% positive review rating.

For more information on how Pulse Commerce can help your brand move towards unified commerce, visit:

www.Pulse-Commerce.com

To learn more about BrightLife Direct products, visit:

www.BrightLifeDirect.com