# CLIENT CASE STUDY

> " Pulse Commerce's order and inventory platform delivers a rich set of features that empowers us to provide the same great customer experience you would expect from the top online stores, plus advanced supply chain automation on the back end and full omni-channel order visibility. We couldn't be happier with our choice.

—Ray Miller, CEO MyWeddingReceptionIdeas.com
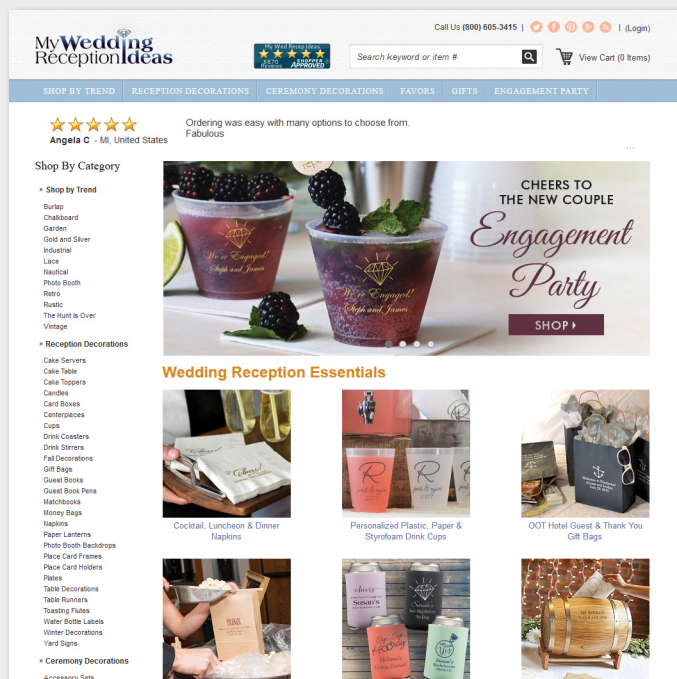
INDUSTRY

Wedding Supplies and Personalized Wedding Gifts

REQUIREMENTS

- Complete, easy-to-use, and highly personalized ecommerce storefront

- Real-time online proof builder for "made-for-me" personalized wedding merchandise

- Strong Order and Inventory Management platform with full omni-channel visibility

- Increased order accuracy with deep supply chain integration

- Superior customer service features

- Advanced social media integration

- Exceptional user experience designed to boost site conversion

SOLUTION

Pulse Commerce Order and Inventory Platform + Ecommerce Solution

RESULTS

- Re-designed ecommerce storefront with customized checkout process that lets customers fully personalize their items

- Full integration with suppliers using Pulse Commerce's API

- Seamless integration with ClickTale®, LiquidPixels®, Visual Website Optimizer and Google Analytics to deliver personalized selling based on customer feedback and visitor behavior

- Rich transactional emails enable direct marketing with targeted and personalized brand messages

- Improved process efficiency and productivity, resulting in lower operational costs

SITUATION ANALYSIS

Founded in 2003, MyWeddingReceptionIdeas.com is a leading online destination for wedding and related merchandise, including favors, accessories, and gifts for bridesmaids and groomsmen. At MWRI, an exceptional customer service pledge is more than just lip service. The company offers a 100% satisfaction guarantee, and listens intently to customer ideas to help them choose personalized gifts according to their unique needs.

THE CHALLENGE

In recent years, the company had been experiencing growing pains due to lack of supply chain automation and reliance on manual processes to manage business and customer relationships. Their ecommerce storefront design and usability needed improvement, and the site features were beginning to lag behind the competition. The company also sought to improve its visual appeal and personalization capabilities to more effectively serve customers while increasing customer loyalty and brand recognition. Furthermore, MWRI had a solid presence in search engine rankings, and required a solution that would ensure its prior SEO and social media investments would be preserved in the transition to a new platform.

THE SOLUTION

Pulse Commerce Order and Inventory Platform + Ecommerce Solution

MYWEDDINGRECEPTIONIDEAS & PULSE COMMERCE — A MATCH MADE IN HEAVEN

Pulse Commerce delivered on all of MWRI's requirements and more. A feature-rich ecommerce solution and order and inventory management platform was delivered within budget and in less than 100 days.

HIGHLY PERSONALIZED STOREFRONT GENERATES MORE SALES MORE OFTEN

Pulse Commerce's professional services team collaborated with MWRI's design team to overhaul the brand. Wireframes and mockups were designed and revised in accordance with the client's expectations, competitive research, analytics data, and the preferences of MWRI's target customers.

The new storefront includes:

- A beautifully redesigned site that strikes a delicate balance between branding, ecommerce, content and community building
- Intuitive and interactive navigation menus and intelligent promo banners
- Smart cross-selling / up-selling promotions and recently viewed items
- Integration with all leading social networks, including Facebook, Instagram, and Pinterest
- Product pages with the ability to personalize items (size, color, engraving, monogramming, etc.) and see the digital proof in real-time via LiquidPixels integration
- Intelligent one-page checkout to reduce cart abandonment
- Estimated delivery date calculator using geo-IP technology and advanced UPS API integration

INTEGRATED SUPPLY CHAIN IMPROVES CUSTOMER SATISFACTION

Pulse Commerce's robust backend tools allow MWRI to efficiently process and manage orders and fulfillment through its large supplier base. Pulse Commerce enabled MWRI to implement full automation with its largest suppliers using our robust and well-documented APIs. This saved the company significant investment - it would have otherwise needed to purchase and integrate separate order management and inventory management systems.

OMNI-CHANNEL VISIBILITY AND ORDER ACCURACY INCREASE SALES AND DRIVE EFFICIENCIES

With Pulse Commerce's best-in-class order and inventory management software, MWRI gained full drop-ship order visibility and was able to improve order accuracy -- increasing customer satisfaction and brand loyalty, while avoiding costly mistakes and returns. The platform's intuitive interface for MWRI's team is easy to learn and use, resulting in increased productivity, and reduced operational costs.

RICH TRANSACTIONAL EMAILS PROVIDE INCREMENTAL SALES

Pulse Commerce's built-in, rich transactional email feature enables merchants to create and send triggered, personalized emails for customer registration, order confirmation, shipping notification, delivery confirmation and shopping cart abandonment. MWRI now easily follows up with abandoned cart customers via drip email campaigns, recouping otherwise lost opportunities without aggressive discounting. Since implementation, the number of product reviews submitted by customers has increased ten-fold. Other benefits have included reduced customer service calls and improved organic SEO rankings.