

CLIENT CASE STUDY



Pulse Commerce is the solution we needed to provide the best customer experience to our clients and to achieve our aggressive growth goals. Besides the best-in-class software usability, its subscription and continuity features fit perfectly with our business model and allows us to create a loyal client base. We're running more efficiently and our sales have risen steeply and consecutively year over year since re-platforming to Pulse Commerce.

—Anthony Simone, CEO, 11th Street Coffee



INDUSTRY

Food & Beverage

REQUIREMENTS

- Persistent and intelligent shopping cart
- Recurring subscriptions and continuity
- Rich and personalized transactional emails
- Distributed order and inventory management
- Robust customer service and fulfillment tools
- Powerful reporting and business intelligence
- Integration with social media platforms

SOLUTION

Pulse Commerce Order and Inventory Platform
+ Ecommerce Solution

KEY IMPROVEMENTS

- Revenue **+25.6%**
- Transactions **+24%**
- Avg. Order Value **+1.2%**



SITUATION OVERVIEW

11thStreetCoffee.com is the internet division of a trusted, reliable, family owned and operated team of coffee connoisseurs, with over 50 years of experience in providing coffee service. Their goal is to provide the highest quality coffee products, the fastest turnaround, unbeatable discount prices, and great customer service.

In 2013, 11th Street Coffee was running its webstore and order management system on Dydacomp (now Freestyle Solutions), and found the solution was not flexible enough or capable of supporting the company's future needs and growth plans. They decided to switch platforms in pursuit of more robust features for customers and their own ecommerce and operations teams.

SWITCHING TO PULSE COMMERCE

11th Street Coffee was impressed by Pulse Commerce's robust set of out-of-the-box features. The platform offers several customer-centric tools that allow 11th Street to provide a superior shopping experience to its customers and differentiate versus competitors. Features include 360 view of the customer, CRM, flexible fulfillment, integration with social media platforms, rich and personalized transactional emails including abandoned cart recovery, ratings and reviews, and one-page express checkout to reduce shopping cart abandonment.

Pulse Commerce's solutions fulfilled 11th Street business requirements and many more that were on their wish list, including ongoing access to future innovation, as Pulse Commerce continuously adds and improves features, ensuring clients are always equipped with cutting-edge commerce technology. Pulse Commerce's back-office user interface is very easy to learn and very easy to use, which has enabled 11th Street Coffee to grow significantly while keeping the staff count and overheads low. This makes training and on-boarding seasonal workers a breeze and allows the company to be more aggressive with its pricing which keeps their customers coming back month after month for their coffee supplies.

Pulse Commerce's native "subscribe and save" recurring subscription feature was a key differentiator, enabling 11th Street customers to set quantity and frequency of recurring purchases, increasing customer lifetime value and brand loyalty. This sealed the decision for 11th Street Coffee.

MOBILE OPTIMIZED STOREFRONT

As part of the replatforming project, Pulse Commerce optimized 11thStreetCoffee.com for mobile devices, which is offered as a native functionality of the Pulse Commerce platform and is a crucial feature, given that over a third of shoppers buy from mobile devices. The mobile website offers the same functionality as the desktop and tablet version, and requires no additional administration or overhead.

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

www.Pulse-Commerce.com

To see 11th Street Coffee's highly modern and functional website go to:

www.11thstreetcoffee.com

