

# CLIENT CASE STUDY



Pulse Commerce is more than just a software vendor to us. They are innovators and problem solvers. They thrive under pressure and complexity. It's rare to find such a combination of technology talent and business acumen. Pulse Commerce has quickly become our trusted ecommerce advisor. They deliver on-time, within budget and with incredible passion and leadership. They are the true professionals!

—Rudy Fernandez, CFO Goode Company



## INDUSTRY

Restaurant Chain & Online Retailer

## REQUIREMENTS

- Allow Customers to send gifts to multiple recipients via a single 1-page checkout interface.
- Pre-emptive address verification during checkout to eliminate bad deliveries
- Allow CSRs to process large multi-destination orders with one easy-to-use spreadsheet with consolidated invoicing and shipping notifications
- Delivery date calendar control with color coded shipping options based on delivery zip code, inventory availability and location
- Preferred delivery date selector including Saturday delivery. System should reverse-compute the fulfillment date based on shipping service selected.
- Greeting cards with preview, gift note personalization and gift wrap
- Support for product kits, bundles and maximum time in transit
- Integrated ecommerce, CRM, order management, drop-shipping and fulfillment

## SOLUTION

Pulse Commerce Order & Inventory Platform plus Ecommerce Solution

## RESULTS

- Took more orders in the holiday season with half the staff
- Revenues increased 12.5% year over year
- Ecommerce conversion improved 52% during the holiday season
- Average Order Value (AOV) increased by 11%
- Bounce rate improved 40% and pages per session increased 26%
- Improved back office functionality, increasing productivity by 50%



## SITUATION ANALYSIS

Goode Company, a Houston TX-based restaurant chain and online retailer, sells the finest line of prepared food, apparel, books, gifts and “cookin’ tools.” The company needed an end-to-end order & inventory management platform and ecommerce solution, that could meet its unique industry requirements. Goode Company also wanted a quick and risk-free implementation ahead of the holiday season. Additionally, the company didn’t want to invest in an expensive on-premise system that required constant re-programming or IT involvement, but one that could scale as the business grew.

## THE CHALLENGE

Goode Company had been experiencing growing pains with its legacy open source eCommerce platform, and had found that even with extensive custom programming and an abundance of third party plug-ins, the system could only handle about 50% of the functionality they now required. With two failed implementations in 3 years, the company’s management team was very frustrated. These software issues costed the company a lot of time, money, and the opportunity to capitalize on the booming ecommerce trend. With as many as 25 customer service representatives taking orders during peak holiday sales season, over 200,000 existing customers in its database, 20 vendors, more than 500 unique products, and the need to deliver over 80% of their online revenues during this 6-week period, the company could not risk another ecommerce re-platforming disaster. Having spent 35 years curating the tastiest blend of Texas culture and cuisine around, Goode Company needed a technology partner for the long haul who shared their high standards, and one who wouldn’t compromise on quality or timely results.

## THE SOLUTION

Pulse Commerce Order & Inventory Platform plus Ecommerce Solution

## PULSE COMMERCE’S PLATFORM FULLY SATISFIES THE FOOD AND GIFT INDUSTRY’S UNIQUE CHALLENGES

- Pulse Commerce successfully migrated the website and the back-office in less than 100 days.
- Intuitively designed multi-destination ordering dramatically improved customer experience and online conversion.
- Pulse Commerce Order & Inventory Management eliminated all the payment processing, discounts and checkout inconsistencies associated with large multi-recipient orders.
- Corporate customers now receive consolidated invoicing and a single daily shipments report.

## EASY PERSONALIZATION AND GIFTING FEATURES LEAVE A GREAT TASTE IN CUSTOMERS’ MOUTHS

- Customers and CSRs can easily import, verify, and correct hundreds of recipient addresses in just a few clicks.
- Customers can specify a unique gift message, preferred delivery date, and shipping method for each recipient.
- Advanced real-time FedEx integration ensures minimal human intervention while still honoring complex ordering rules such as shipping cut-off times, holidays, weekends, inventory availability, food preparation time, etc.
- Gift giver now receives the “your order has now been delivered” notification within 1-hr of the actual FedEx delivery, providing her with peace of mind and clean closure to the gifting process.

## BACK OFFICE PRODUCTIVITY RISES TO A WHOLE NEW LEVEL

- One-page upload spreadsheet enables the CSRs to place large bulk corporate orders containing hundreds of line items in record time with minimal errors or inconsistencies.
- The integrated CRM module provides full features contact database to record customer details and preferences, CSR activities, reminders, tasks and call logs.
- Efficiency in fulfillment and order entry processes enables same-day shipping cutoff time extension to capture more last minute shoppers.



Pulse Commerce’s SaaS delivery model is unique because you get the best of both worlds; ability to customize to suit your business needs and yet access to rapid innovation delivered as part of their continuous platform upgrades. Call Pulse Commerce if you want a tried and tested technology partner that can lead and deliver with high quality even under tight deadlines.

— Rudy Fernandez, CFO Goode Company

