

# CASE STUDY

## CLIENT OVERVIEW

As an acclaimed online fireworks retailer, our client is leading the industry for over 25 years. Due to the superb business across a number of locations, our client is renowned as the largest company offering extensive fireworks to put on a show for different occasions. With a huge retail, wholesale as well as online business that was launched in 1996; our client required to manage business operations on a single platform that would also provide customers with fuss-free shopping experience across all touchpoints.

## BUSINESS CHALLENGES

With enhanced online, wholesale and retail business, the client faced below cited issues; as retail and wholesale divisions were not integrated.

- Customers were devoid of most basic features, since a number of options were not available on the website such as store finder, shipping, etc.
- Client faced Device Responsive UI/UX design issues with his website, which added to its customers' difficulties.
- Client faced a number of third party payment issues.
- Lack of location based shipping rate defining system.
- Client encountered issues related to tax configuration.
- Client had a multiple step checkout functionality instead of simple one page checkout, which caused unnecessary hassle to the customers.
- Lack of multi-store inventory setup that could be helpful for customers in choosing nearby available store.

## HOW WE TACKLED ALL ISSUES

- Our NetSuite experts implemented bootstrap for device responsive UI/UX.
- They performed CyberSource Payment Gateway Integration to resolve third party payment issues.
- We offered Purolator shipping system configuration to suit the demanding shipping requirements of hazardous items to transport in different locations within Canada and USA.
- Our experts performed Tax configuration and implementation.
- In order to meet simple one page checkout requirements for previous and guest users, we implemented one page checkout with new user interface.
- We also implemented multi-store stock & inventory system, with which users can pick the shipping location based on the available nearby store.

## IMPACT OF OFFERED NETSUITE SERVICES

- Streamlined operations since NetSuite elevated client's website functionalities.
- Customers get smooth shopping experience with device-friendly UI/UX.
- Client is now safely shipping fireworks across all locations.
- Client now has simplified tax solutions.
- High customer satisfaction due to one-page checkout solutions for former and guest users.
- Effortless goods picking up solutions for customers with all new multi-store inventory systems.
- Customers get transparent and reliable solutions due to flexible communication between different business processes.

