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Melanie Eickhoff
Director of Operations
BuyHappier.com

Success Story

BuyHappier.com Delivers Products Quickly With Webgistix's Bi-Coastal Fulfillment Centers and Cloud Technology *A Conversation With Melanie Eickhoff, Director of Operations for BuyHappier.com*

FULFILLMENT CENTERS UTILIZED



How does Webgistix's cloud-based order fulfillment work for your company?

We have a multichannel sales model. We sell through our website, BuyHappier.com, as well as Amazon, Buy.com and eBay. We also have a diverse product set with hundreds of SKUs, ranging from digital cameras to autographed basketballs. The need to manage this type of sales model efficiently has made Webgistix's SmartFill cloud-based fulfillment solution a strategic part of our business.

How does Webgistix bi-coastal fulfillment solution help your company?

Webgistix actually has fulfillment centers on the East and West Coasts; we keep inventory at both locations. Orders move electronically from all of our various sales channels to Webgistix via the cloud. The system automatically determines which fulfillment center can get an order to a consumer in the shortest amount of time. That's extremely important. We pride ourselves on the customer experience we provide. Getting a product into a customer's hands quickly is a big part of that experience. It reduces the likelihood of product returns, it increases customer satisfaction and loyalty, and it helps us earn referrals.

How do you keep an eye on orders in the cloud?

It's important for us to maintain control of our fulfillment operation even though the orders have been sent into the cloud for processing. Through SmartFill's real-time monitoring and reporting capabilities, we can stay on top of everything without the headaches or expense of running a warehouse.

How much more efficient are your operations due to Webgistix's cloud-based order fulfillment?

It's hard to quantify because we built our business from the beginning with a cloud-based fulfillment strategy. I have a background in warehouse operations. I know all the hassles and time involved in scheduling dock appointments at the warehouse, receiving pallets of merchandise, checking the contents, sorting it, storing it, and eventually picking

SHOPPING CART



and packing orders for consumers. The cost can be exorbitant – personnel, real estate, technology, materials. And the time required to do fulfillment right could take our focus away from running all the other aspects of our business.

What were the key deciding factors in choosing Webgistix?

With my background, it was a no-brainer that using a service provider was the way to go. And utilizing a true cloud-based model rather than an old-school warehouse operator takes the efficiency gains to another level. Webgistix's technological capabilities, efficiency, and precision are quite impressive. And as an online seller, it's important that our entire supply chain is just as advanced as we are.

What's are the key benefits of outsourcing your fulfillment to Webgistix?

First and foremost, it has a positive impact on customer satisfaction. We strive for "almost-instant gratification" when customers buy from us. With such an efficient and optimized back end, our orders often get out the same day they are placed. Shipping within 24 hours is a given. As a business person, cost is obviously another big consideration. The cloud model gives us tremendous flexibility. We don't need to pay for a huge warehouse. We have as much or as little space as we need at our service provider's fulfillment centers. Our space utilization goes up and down with our business cycles. And as I mentioned previously, we don't have to deal with all the little (and some not-so-little) costs associated with fulfillment operations.

Can you offer a rough idea as far as what using this type of fulfillment translates to as far as money saved?

I can only say the cost savings is huge. Based on my previous experience at other companies, including other retailers, I think our fulfillment costs would be several times higher if we did everything in-house. It's just far more efficient to let the experts handle fulfillment so we can focus on growing our brand and our business.



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World Class Order Fulfillment



About Buy Happier

Service. Deals. Delivered. Buyhappier.com provides a product you can trust, a price you can afford, and service you can depend on to enhance your online retail experience.

Specializing in household and electronic goods, Buyhappier.com ensures a happier shopping experience than its competitors by offering:

- Savings: We offer the Lowest Price Guarantee and Free Ground Shipping anywhere in the United States for your total order.
- A Reliable and Safe place to shop: At Buyhappier.com, everything is in stock, always. If you can place the product into your shopping cart and complete the checkout, that means that the product is available for immediate shipment
- LOVE for our customers: We genuinely care. Our primary goal is to assure every customer’s 100% satisfaction. If for any reason your expectations have not been met, we offer a 60 day return policy .

With over 160,000 happier customers, we want this to be your new happy place!



About Webgistix

Webgistix is a global leader in eCommerce order fulfillment that operates bi-coastal fulfillment centers that serve hundreds of established eCommerce retailers.

Webgistix delivers SmartFill, Cloud-based technology that works with all major shopping carts and is optimized for mobile commerce.

Webgistix customers outsource their order fulfillment to Webgistix to eliminate fixed overhead, increase the speed and accuracy of their global order fulfillment, and retain control and visibility over their fulfillment operations. For more information, visit www.webgistix.com.



Webgistix Corporation Headquarters
127 East Warm Springs Road
Las Vegas, Nevada USA 89119
www.webgistix.com
twitter.com/webgistixglobal
sales@webgistix.com
1.866.983.7447