abilitycommerce

Hunting for a Solution Leads to Omni-Channel Power

"We're able to process 4,500 customer orders on average per day. That translates to more sales for us and faster service for our customers."

~ MACK'S PRAIRIE WINGS

Company
Mack's Prairie Wings

Headquarters
Stuttgart, Arkansas

Industry
Retail
Sporting Goods, Outdoor

Products & Services
Order Management
Ecommerce
Marketing Services

Channels
Brick & Mortar
Website
Catalog

Annual Revenue
$46 MM+

Website
mackspw.com
Second 500 Internet Retailer

Mack's Prairie Wings, a leading outfitter for hunters and sportsmen, partners with Ability Commerce to optimize omni-channel growth

Mack's Prairie Wings is the leading Premier Waterfowl Outfitter for hunters and sportsmen across the nation. With annual sales of $46MM+, the company operates a retail store, a catalog and an online store – serving more than one million customers in the U.S. and Canada. Mack's processes on average 4,500+ orders per day and ships up to 80,000 packages per month during the company's busy season.

CHALLENGE

With an aggressive plan for continued growth, Mack's identified the need to replace their existing Order Management System (OMS) with a more robust, feature rich solution. Mack's CFO worked with Chief Operating Officer Eric Chin the search for a new system that would meet several critical requirements, enhance operations and gain the following new capabilities:

• PCI Compliance to lower credit card transaction costs and security concerns
• Marketplace channel integration with eBay and Amazon
• Faster Point of Sale (POS) transaction times to achieve greater efficiencies
• POS/Warehouse/Mail Order channels integrated in real-time with inventory
• Better integration of the omni-channel customer experience
• Faster and more personalized support services

A team of over one hundred retail, warehouse/fulfillment and customer service staff at headquarters are responsible for handling orders for all channels (store, website, and catalog.) It had become clear that the company had outgrown its existing IT/OMS infrastructure.

RESULTS USING

ORDER MANAGEMENT

01

ECOMMERCE

02

MARKETING SERVICES

03

SOLUTION

Having worked since 2003 with Ability's ecommerce platform, SmartSite, Mack's had gained confidence in our capabilities as a trusted vendor. They made the executive decision to migrate to Ability's Comprehensive Commerce Suite "CCS OMS". The team could make the move to the new system and greatly reduce Total Cost of Ownership due to the shared capabilities between SmartSite, CCS OMS, and Ability's Whisper real-time messaging software technology. This solution provides Mack's with shared real-time data between all three channels.

Another key factor in the decision to upgrade from its previous provider, a solution called Ecometry from JDA Software, was a missing security feature. Ability CCS OMS is certified to the latest PA-DSS payment security standard, version 3.1, enabling security through data encryption and dynamic user roles and privileges. This translates into lower credit card transaction costs, while making the shopping experience safer for consumers.

RESULTS

With an extremely wide array of products, all with unique characteristics and restrictions, (i.e. guns, boats, clothing, blinds, home décor, jewelry, etc.), Mack's requires a rich and unique feature set from Ability's OMS. Cycle counting, warehouse and retail replenishment, international shipping, style maintenance and custom ordering are other key features of the solution that Mack's relies on to facilitate ecommerce operations.

After coming together to discuss all the details of installation, and define the needs of each sales channel, the OMS implementation happened during one of their busiest days of the retail season. The first test of our retail experience with Ability's OMS, in which they were able to efficiently run 14 retail registers at one time, and provide fast sales receipts and gift receipts to customers. For those who purchased online and wanted to make an instore exchange, the transaction was easy and hasslefree.

Today's customers have the freedom to shop and buy what they want, when they please, via an omni-channel, cohesive commerce solution.

KEY RESULTS

- Achieved Sales Growth in Retail Store
- Increased Shipping Efficiency with Omni-Channel Integration
- Total Integration of All Operational Programs
- Reduced Licensing/Maintenance Costs

That's Mack's Prairie Wing's story.
Find out what yours could look like using Ability Commerce products and Services!

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Learn what we can do for you.