eWAM
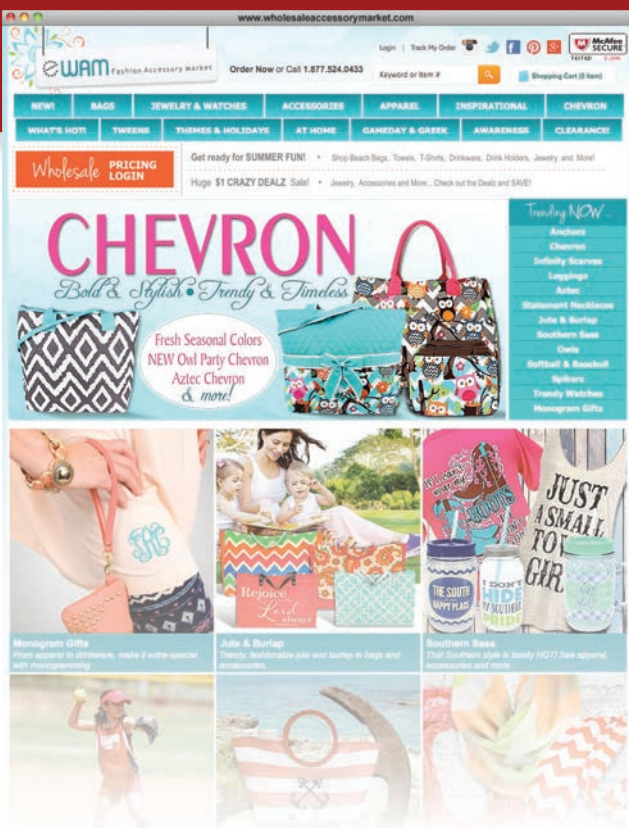
> "We needed a robust and tightly integrated ecommerce and order management system to support our growth across all the sales channels and to better compete against much larger companies — while remaining true to our ideals. **We chose GoECart: their software delivered and their service is truly the best in the industry.**
>
> —Steven Roper, CEO and Founder of Wholesale Accessory Market, Inc.

Industry

Apparel and Fashion Accessories

Requirements

- Accurate inventory, warehousing control and seamless integration between a brick and mortar store, retail site, wholesale site and call center
- Improved CRM functionality: a single 360 view of the customer across all channels
- Advanced product personalization and configuration support (e.g. embroidery, monogramming, etc.)
- Customer-specific wholesale and retail catalog, pricing, shipping and taxes
- Adobe Scene7 rich media integration
- Improved data entry efficiency and time to market
- Superior website user experience and branding
- System reliability and scalability especially during peak season
- Speedy and risk-free implementation of the new solution

Solution

GoECart 360

Results

- eWam grew year-over-year revenues 33.0%
- Web redesign drove a page view increase of 20%
- Improved back office functionality drove productivity up by 50%
- Product personalization self-service orders up by 20%
- Data entry and fulfillment errors decreased by 22%
- Average Order Value (AOV) ramped up 5%

eWAM → COReSense ~~Retail Redefined~~ → goecart®

Situation Analysis

Founded in 2000, family-owned Wholesale Accessory Market (eWam) started in a one-car garage and has become one of the nation's largest fashion accessory wholesaler and retailers. It now offers over 50,000 products and continues to grow its SKUs. Their primary customer base is fashion boutiques and salons, as well as self-employed independent distributors. With a holiday season that begins in September, eWam needed to improve its ecommerce capabilities and shore up its back-end processes to keep pace with growth rates.

The Challenge

eWam, focused on growth in revenues and customer service, has some unique self-imposed restrictions. Steven Roper, CEO, explains "We close at 5pm so employees can see their families at night, and we close on Sundays so that our workers can enjoy a day of rest." The company realized it needed the most efficient ecommerce platform and order management system available in order to compete with companies running three shifts, 24/7.

With numerous sales channels, including a brick and mortar store, retail site, wholesale site and call center, eWam needed a solution where all access points shared and transferred information, especially inventory.

With their legacy solution, data entry was time-consuming; reporting was inefficient and older customized back office solutions made operational tasks difficult. eWam sought an all-in-one commerce solution that was fully managed, hosted, fool-proof, could support advanced product personalization and do more in less time.

The Solution
GoECart 360

GoECart 360 replaces Ecommerce Platform and Back Office Order Management System

- The GoECart professional services team worked with eWAM to completely re-design their website, branding and user experience.
- Intuitive web-based back office dramatically improved product data entry and content management … even for complex personalization.
- GoECart 360 eliminated **all** the inventory inconsistencies and reporting limitations.
- No additional IT investment required, thanks to GoECart's affordable cloud delivery model.

Easy, On-The-Fly Product Personalization Creates Unbeatable Competitive Advantage

- While most competing solutions are slow to innovate, GoECart 360 releases new capabilities every 60 days.
- The product personalization options (e.g. add appliqués, rhinestones, initials, monogramming, etc.) and functionality are tightly integrated with real-time inventory and purchasing.
- Customers can choose from millions of combinations to personalize the items to their exact specifications.

Customer Service Soars to a Whole New Level

- Built-in order management system enables eWAM to more effectively manage sales orders, provide on-the-fly discounts and adjustments, and receive and process purchase orders and returns.
- The integrated CRM module provides a full featured contact database to record customer details and preferences.
- On the storefront, customers can filter products easily (by price, alphabetical, new arrivals, best sellers, ratings, and personalization attributes).
- The ability to up sell rush order processing in the shopping cart for last minute shoppers.

A Flexible, Scalable Solution for Growth

"Anything we wanted to change on our previous platform was an upgrade, and it always took very long. **GoECart on the other hand enables us to move rapidly without compromising system functionality or performance,**" Roper says.

Scan this QR code to watch our 2-minute video.