

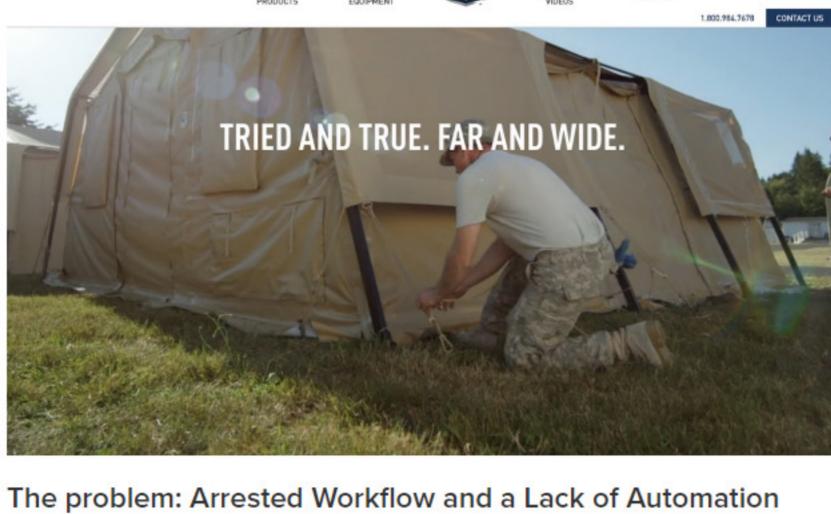
MILITARY

shelters withstand extraordinary conditions like heavy winds, extreme temperatures, and snow loads. Their product is highly customizable, with multiple shelter size options and add-on accessories like lights, partitions, flooring, generators, and more. Their clients can choose from> endless combinations of shelters and accessories. The variety and flexibility is great for business, but a challenge for store setup. Here's how

our team at coolblueweb worked with CAMSS to solve product type complexity problems they were facing and deliver a better experience for their customers, with WooCommerce.

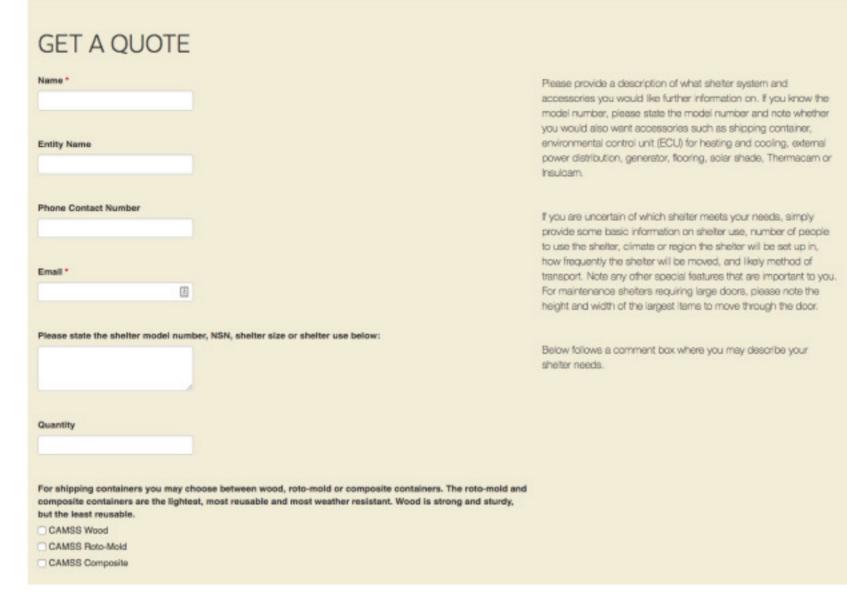
PRODUCT

ABOUT US



CAMSS' customer base consists largely of U.S. government purchasers who need detailed

spec sheets to get budgetary approval. Their existing system was limited and timeconsuming. Their quote system relied on a static request form that lacked a listing of the various product types CAMSS offered.



When someone submitted a quote form, a member of the CAMSS team would review the request and send a follow-up email to confirm and better understand what they needed. This created a time-consuming back and forth to gather necessary information.

sent off to the purchaser. Only after several interactions did the customer receive the information they needed to get purchasing approval. CAMSS needed a smart solution — a way to automate and expedite the quoting process,

The spec sheet would then be manually generated by someone on the CAMSS team and

something that could deliver specifications on demand. Their overarching goal was to streamline the quoting and purchasing process for both themselves and their customers. **Existing Site Platform**

Before we started working with CAMSS, they had a very simple, mostly informational

WordPress site with a contact form, a quote request form, basic product information, and videos. There was no eCommerce at all. Avenues for purchase were not entirely straightforward, sending potential customers to

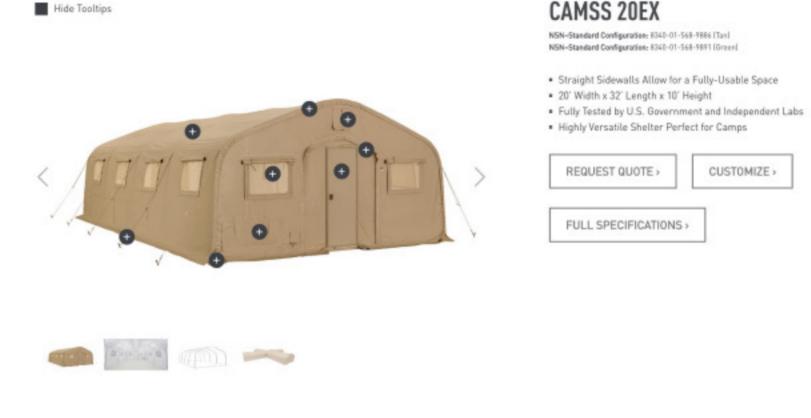
information gathering. Pricing information wasn't introduced until the quote follow-up. In an industry where the person ordering is often not the person paying, their quote-based

one of a few distinct and confusing contact forms to start the back-and-forth process of

process did make since — but the streamlining they needed demanded an eCommerce solution.

Hide Tooltips

An Elegant WooCommerce Solution



[We] added the WooCommerce plugin to their WordPress site

plugin to their WordPress site to open a path for solving their sluggish workflow.

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also need to be able to deliver spec sheet on demand.

Along with giving the whole CAMSS site a design overhaul, we added the WooCommerce

To engage customers with the full array of product options, CAMSS wanted a robust configurator that would encompass all possible customizations. The configurator would

default product, or they can customize the product in the configurator. Hide Tooltips

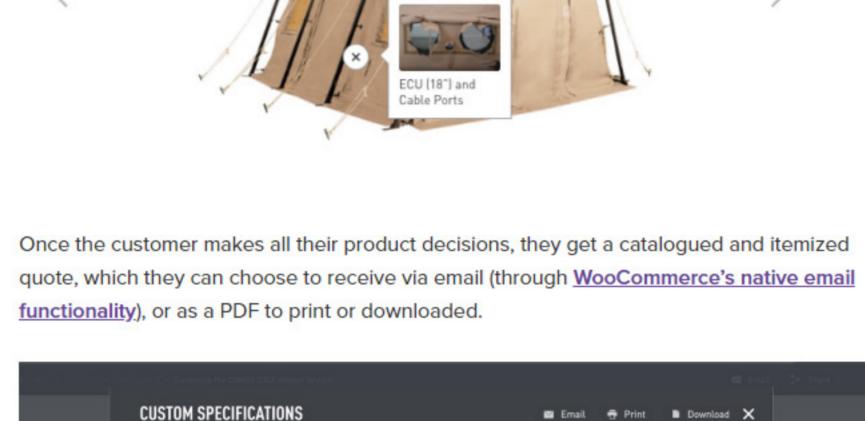
this page, the customer can decide to get the specs or request a quote based on the

We gave each base product page images with tooltips that identify product features. From



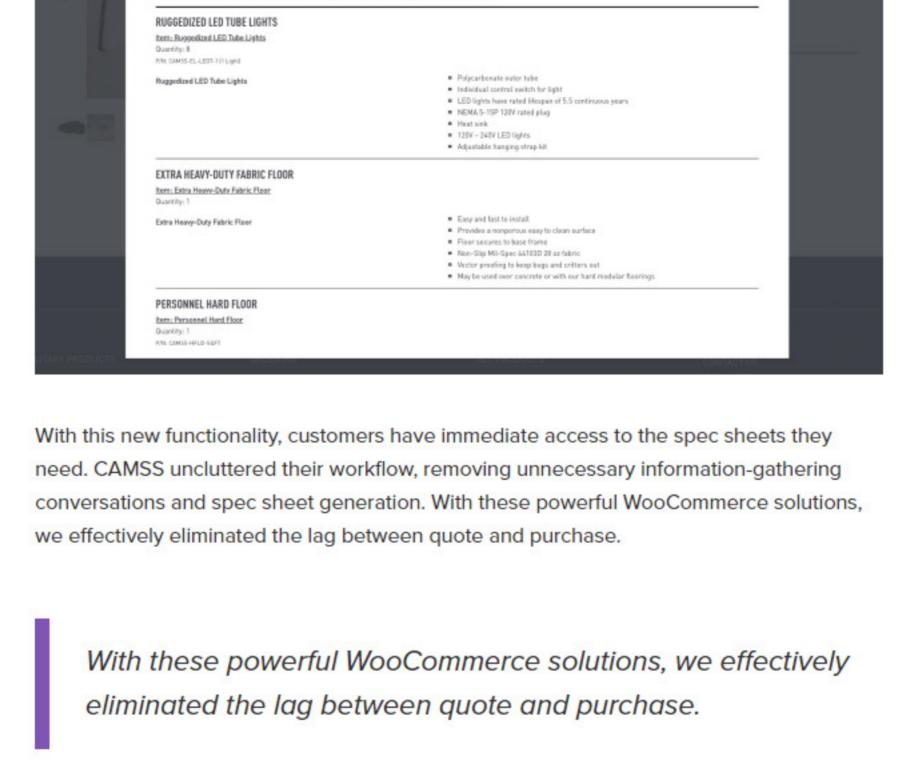
Learn more about WooCommerce Product Types, like subscriptions, bookings, memberships, and more.

Hide Tooltips



CUSTOMIZED SPECIFICATIONS: INTERIOR (items below in lieu of the respective items in specifications above)

independent testing of similar type and size shelter. 20 Set-up/Strikes durability and be fully deployable.



Fresh Configurator User Interface The configurator UI is clean, attractive, and eminently functional.

As users change selections, product images change in real time to reflect the newly-

customized product. This gives the potential customer a clear understanding of what the

× EXTERIOR

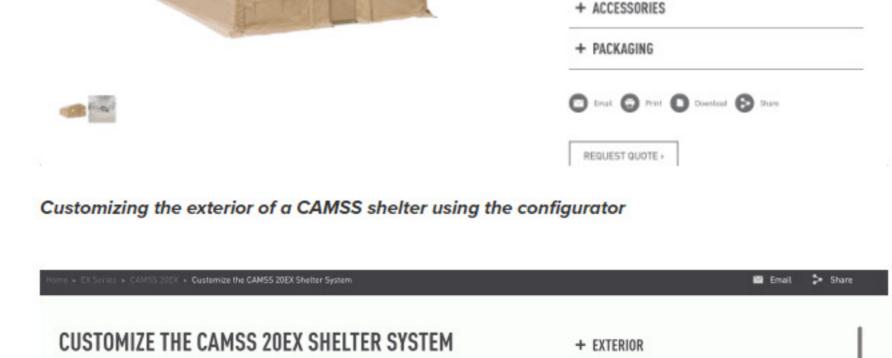
+ INTERIOR

+ INTERIOR

Email 🐎 Share

CUSTOMIZE THE CAMSS 20EX SHELTER SYSTEM

final product will look like.



× ACCESSORIES SOLARFLY

Leveraging this new customer-centric user interface, CAMSS now offers users a more streamlined experience — and simplifies things for for themselves. This helps with their existing customer base as well as with onboarding new clients.

WooCommerce was the right choice for this project, and our client, CAMSS, were delighted

with the outcome. Stay tuned — we look forward to sharing more case studies in future.

1 20EX SolarFly 5 Ton Ruggedized ECU REQUEST QUOTE > The product configurator in action, customizing the interior of a CAMSS shelter We created the configurator with ease of use and convenience in mind. Building a customized product on this new feature is a breeze, with options available in expandable/collapsible accordion menus. All aspects of the shelter are changeable, from color and door style to flooring and lighting.