



From Community Retailer to Ecommerce Powerhouse

AT A GLANCE

Chuck Levin's was a traditional brick-and-mortar retailer looking to expand its eCommerce footprint and protect the core business. With StoreAutomator, Chuck Levin's creates and manages listings faster while diversifying its business.

KEY TAKEAWAYS

"StoreAutomator had the complex features and customization Chuck Levin's needed. We decided to go for it, and it's proven to be very successful."

Daniel O.
Ecommerce Manager



60%

more products listed



20% +

channel growth



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THE CHALLENGE

Like many brick-and-mortar retailers, Chuck Levin's core business occurred in-store, limiting its focus and success in scaling ecommerce sales. When the global pandemic hit, Chuck Levin's needed to quickly change course and prioritize expanding online sales through new channels.

THE SOLUTION

With the global shutdown in full swing, Chuck Levin's desperately needed user-friendly software to expand its reach and sales. This proved complicated due to its catalog's enormous number of products and SKUs. The team was overwhelmed by manually updating listings daily to reflect manufacturers' deals on multiple channels.

StoreAutomator was able to quickly onboard Chuck Levin's, allowing its team to rapidly implement and embrace a multichannel sales strategy with the flexibility and scalability required to recover from lost sales. With StoreAutomator, Chuck Levin's streamlined its ecommerce operation, reducing repetitive tasks while increasing sales and profits.

IN THEIR WORDS

Fast and Efficient



"I can dynamically change listings instead of having them manipulated piece by piece. The team uses this feature extensively as it saves them a ton of time and reduces frustrations."

Flexible and Collaborative



"Having evaluated so many of these platforms, the one thing that stands out about StoreAutomator is that they're always willing to work with us. They make it a point to cater to their customers."

Scalable and Adaptable



"We've seen how easy it is to tack on more channels and manage listings for each; a wider net in eCommerce is better."