



DRUPALpartners
A DIVISION OF INNOPPL

Drupal Partners Case Study

Drupal Development For eCommerce Hat Company

Industry: eCommerce



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Client Profile


An eCommerce Hat Company that manufactures, imports, and distributes crushable, packable and customized hats with ultraviolet protection. Their primary business is marketing and distributing hats to both wholesale and retail markets, around the United States and internationally.



Client's Challenge

This company's primary source of revenue is their eCommerce website. The development company they previously employed began migration of their site from .NET to Drupal. However, this migration was incomplete. Here are the key challenges the client faced:

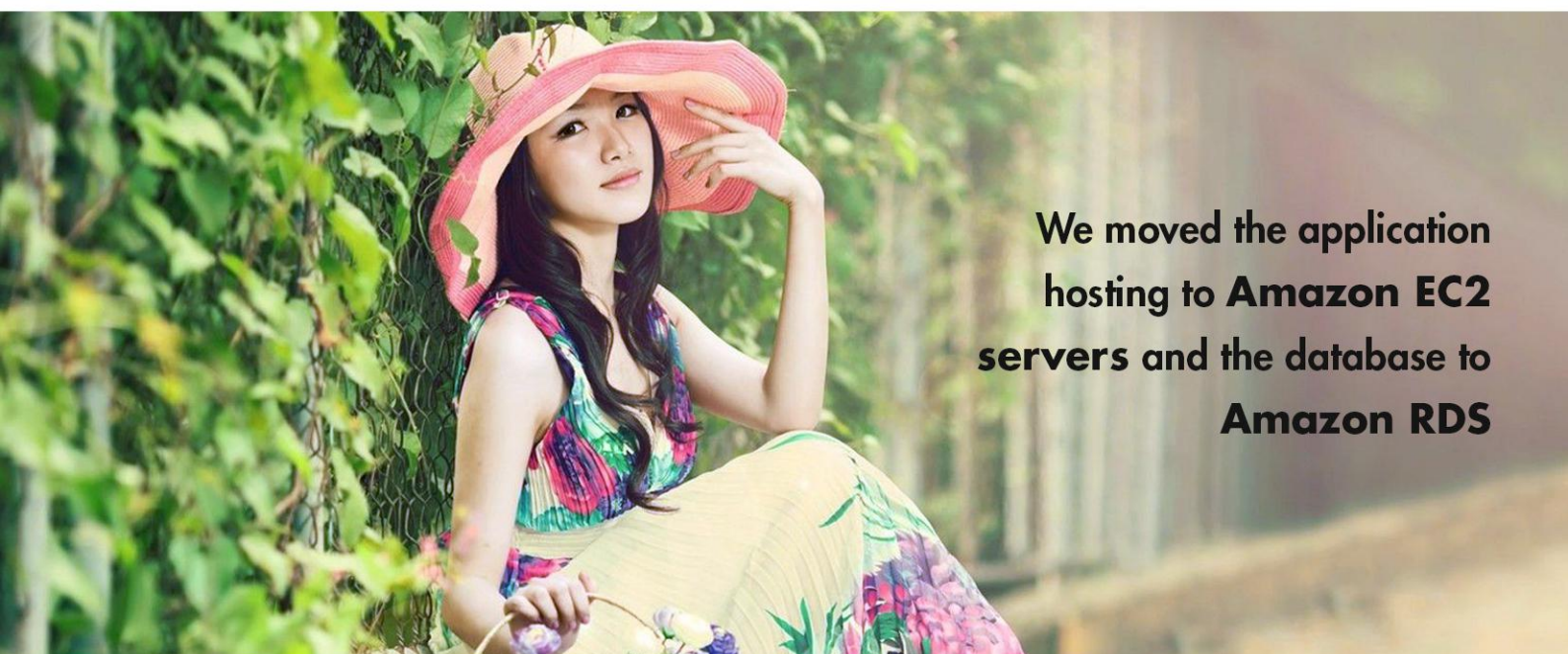
- 01 Sales orders on the newly migrated Drupal site did not sync with the client's QuickBooks Enterprise software. Hence the accounting department staff found it difficult to track orders.
- 02 Orders came in to THub, 24 hours after they were placed. Since orders were not easy to track, the merchandising department could not ship the right products to the right customers on time.
- 03 Lack of product reviews from current customers accounted for high cart abandonment rates.
- 04 Half of the users did not receive order confirmation emails and account registration confirmation emails.
- 05 The site was very slow, making for a frustrating user experience.

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- 06** Wholesale customers could not make purchases despite creating user accounts.
 - 07** The sales tax calculation process employed was manual and inaccurate.
 - 08** The site was not integrated with PayPal, a crucial payment gateway.
 - 09** No web analytics tracking.

How We Solved The Client's Problem

- 01** We analyzed their site and identified the issues with their shopping cart setup. We moved from Ubercart to Drupal Commerce, as the latter is more suited for a Drupal 7 site. We then wrote custom Drupal modules to sync customer orders to THub and QuickBooks. THub was the bridge that connected the Drupal store orders to QuickBooks.
- 02** After purchase approvals by authorize.net, it took 24 hours for THub to pull the orders. This was an ineffective system. We customized the code such that the orders in the Drupal back-end sync with THub instantaneously. This way the client could obtain real time information regarding sales. It also made managing finances and accounting much simpler

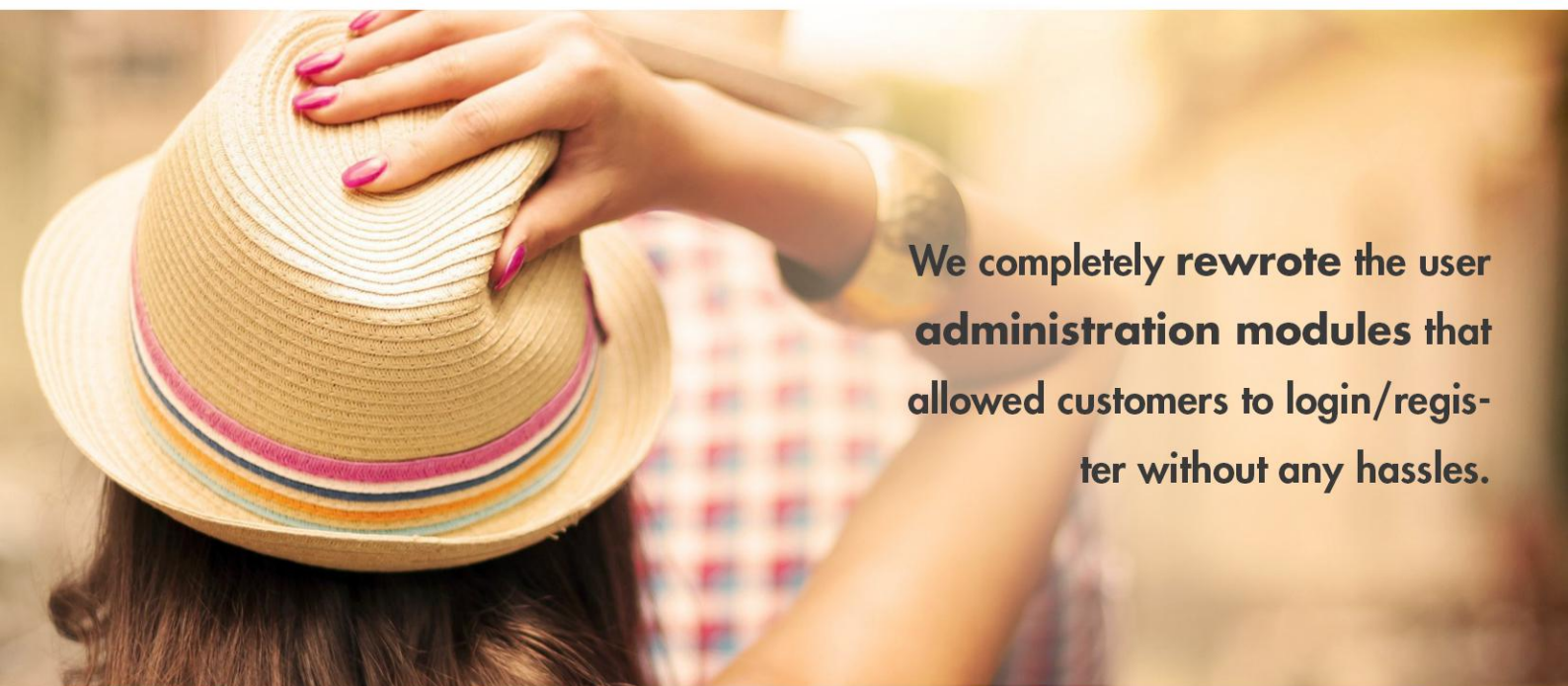
- 03** User reviews for products influence potential users' purchase decisions. Though our client had a comprehensive list of products, there were no user reviews. We knew that implementing a Drupal module for reviews would not cut it. Hence, we recommended and implemented a Yotpo user review system. A customer would receive a review request email after a few days after their order. The review system was convenient, because buyers could review products in-mail, without ever having to leave their inbox. This makes the review process hassle-free while adding valuable user-generated content to our client's site.
- 04** Our client's site pages had poor load speed, as they were on a shared server with below-par infrastructure. As a result, their page speed score was low. We moved the application hosting to Amazon EC2 servers and the database to Amazon RDS. This greatly improved the site's speed and ease of use.



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05 As mentioned above, our client's site was on a shared server with other applications hosted on it. We had reason to believe that one or more of the other applications (sites) hosted on the server had been blacklisted, which was negatively impacting our client's email delivery. Many of the order confirmation emails did not reach customers. Similarly, when customers created user accounts, they were unable to log back in with the same credentials and track their orders online. We completely re-wrote the user administration modules to allow customers to login/register without any hassles. We also ensured they could access their order history and track live orders.

06 We integrated with Avatax API to eliminate discrepancies in sales tax calculations. Earlier the site was calculating tax based on a static, inaccurate data table which provided outdated and erroneous data. Avatax integration made the tax calculation flawless.



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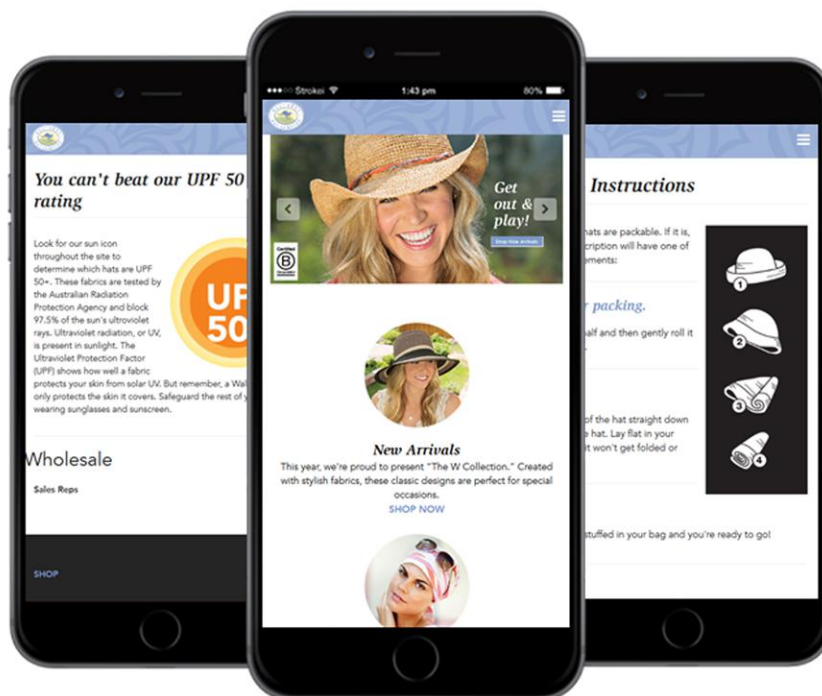
- 07 We educated our clients on the benefits of Google Analytics and integrated the same with the eCommerce portal. This gave our clients a thorough insight of what their best and worst selling products were, the effectiveness of their 'Specials' page, user abandonment statistics, number of unique users and user conversions.
- 08 We integrated the site with the PayPal Pro API, allowing the user to make payments through their PayPal accounts. Over 23% of the payments made on their site is now through PayPal.
- 09 On their eCommerce portal, only retailers could buy products. We built a completely new workflow that allowed users to register as wholesalers and make purchases at half the retail price. This has led to our client acquiring 65% more wholesalers than that they had before we came on board.



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Impact On Client's Business

- 01 Increase in volume of sales by 33% since we fixed the issues.
- 02 Over 2,000 leads generated each month, with traffic increasing by 4x.
- 03 Accurate tax calculations, precise invoicing and efficient order management.
- 04 Increase of 89% blog subscribers.
- 05 Positive user-experience, since we overhauled the workflow and user interface.
- 06 Opened up a new channel of income from wholesale businesses.
- 07 Staff spends more time fulfilling orders than pacifying unhappy customers over phone or email, thereby increasing productivity.
- 08 Marketing team has sufficient data points to steer their marketing efforts.



Other Useful Resources

- Case Studies
- eBook
- Infographics
- Whitepaper
- Blog
- Fact Sheet
- Webinar

Want More Info?
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