



CASE STUDY

Leveling-up Their eCommerce

How **Innovative Packaging Group** Is Personalizing the Buyer Experience While Driving Efficiencies

unilog

Innovative
PACKAGING GROUP

Customer Snapshot



COMPANY: INNOVATIVE PACKAGING GROUP



INDUSTRY

Wholesale retail
packaging distributor



CUSTOMER BASE

Primarily B2B



LOCATIONS

A physical showroom with a
separate warehouse/office in
Dallas, Texas

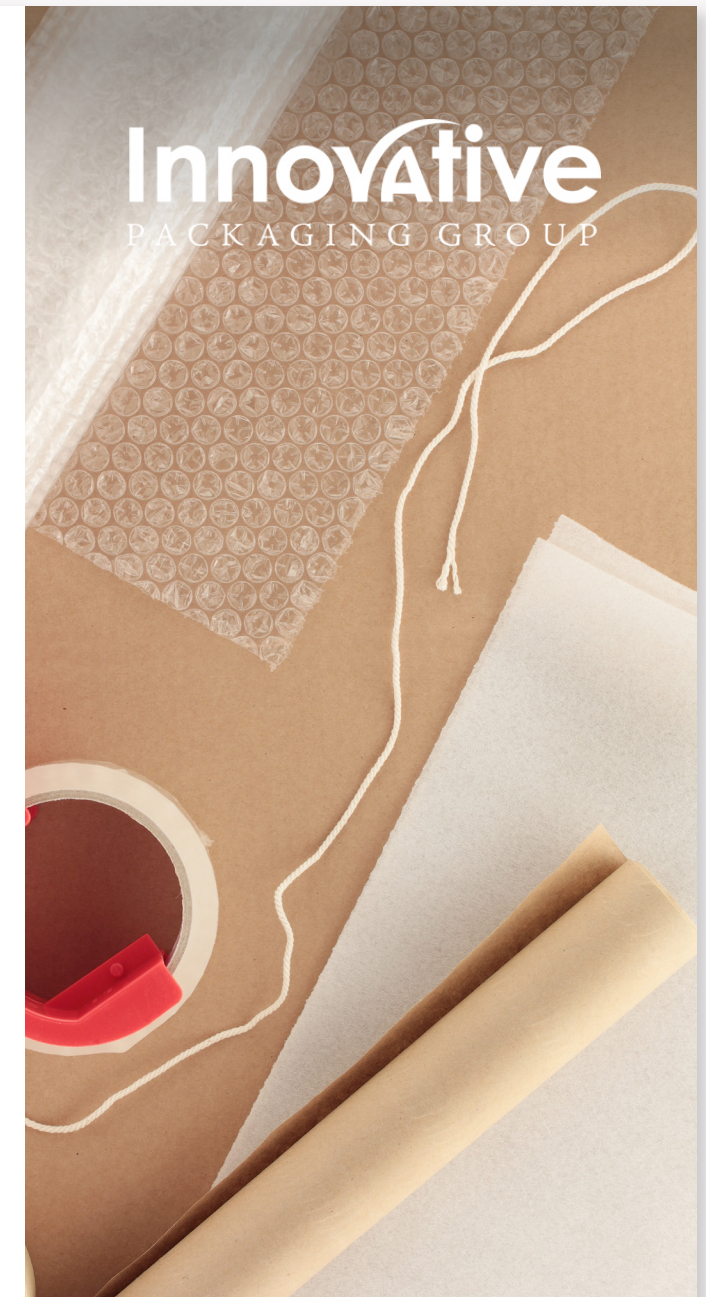


ONLINE PROJECT

New eCommerce platform
implementation with ERP
integration

The Challenge

Innovative Packaging Group had an eCommerce website to serve customers but it wasn't integrated with their legacy ERP system, so all online orders were sent to the distributor via email for their salespeople to manually enter into their ERP. To streamline their order workflow and create a more efficient and user-friendly buying experience for their customers, Innovative Packaging Group looked for an out-of-the-box eCommerce solution that could effectively communicate with their ERP.



The Solution

The retail packaging supplier chose Unilog's CX1 CIMM2 platform to power their new eCommerce site. Despite a few challenges their antiquated ERP system presented, Unilog enabled Innovative Packaging Group to launch their new eCommerce site a few months ago.

Their new online storefront provides three major advantages for customers:

1

REAL-TIME PRICING AND AVAILABILITY

Reliable connectivity between their eCommerce site and ERP allows customers to see current product pricing and availability and ensures all online orders are sent directly to the supplier's ERP for faster fulfillment.

2

EASY NAVIGATION AND FILTERING

Customers can find products quickly and easily with the website's dynamic search box, navigation bar with filtering tools, as well as product grouping feature that displays like products as one item on a page with dropdown menus to choose the specific color, quantity, or size needed.

3

CUSTOMER ACCOUNT PORTAL

Registered customers can log onto their account portal on the site at any time of day to handle account management functions such as check on their order status, view their order history, and see their saved/favorite items groups.



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The Results

Innovative Packaging Group hasn't actively promoted their new site yet to their existing customer base as they are still working to fine-tune their online offerings to provide more value-added benefits for customers. They have, however, been introducing their site to a few key customers to help get them registered and acclimated with their easy online ordering tools.

Additionally, the supplier has multiple customer-centric initiatives planned in the coming months.

Post-Launch Projects

CUSTOMER ONBOARDING

Within the next few weeks, they will launch a marketing campaign to promote their new site to all existing customers and incentivize them to register online.

CATALOG EXPANSION

With over 4,000 stock items currently on the site, Innovative Packaging Group looks to add more non-stock items as well as proprietary/custom items ordered by customers.

CUSTOM PRINT ORDER TOOL

They are in the process of integrating a third-party tool that enables customers to design and place orders for custom packaging directly on their website instead of having to fax or call a sales person.

In Their Own Words

"We are happy with where we're at and the progress that we've made. Ultimately, we want to grow our business and become more efficient, and we think we can do that with this site, which we're excited about."

— Bob Moses

Owner, Innovative Packaging

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