KUIU
ULTRALIGHT HUNTING

KUIU Delivers
Personalized
eCommerce
Experience

High-end Apparel Retail

VISIONET

Challenge

KUIU is a specialty manufacturer dedicated to providing mountain hunters the most advanced clothing and equipment at unbelievable prices. The uncompromising quality of their products led to an explosion in demand that their existing eCommerce infrastructure wasn't prepared for. KUIU needed a scalable solution that offered a highly personal shopping experience and helped customers explore KUIU's product line more easily.

Solution

After a thorough analysis of KUIU's long-term requirements, Visionet implemented a complete eCommerce solution that simplified the management of their product catalog, merchandising, marketing, promotions, inventory, orders, backorders, and user experience. Visionet facilitated better data-driven decisions by implementing detailed reporting and analytics.

Visionet has continued to support KUIU by optimizing their website with improved tools that provide a highly relevant and personalized customer experience.

Technologies

salesforce commerce cloud	AvaTax
CyberSource®	Google Analytics

Services

Content and brand strategy	User experience and visual design
Design, development, and rollout of eCommerce site and mobile app	SEO and SEM services
Post-implementation maintenance and support	

Results

Optimized eCommerce website

Personalized customer experience

Data-driven decision-making

"We couldn't be happier with Visionet and we recommend them to absolutely anybody that needs to implement a new eCommerce platform or needs support for their eCommerce platform."

Jason Hairston

Founder & President, KUIU

About Visionet

Visionet Systems, Inc., serving fortune 2000 companies across the United States, is a full-service technology consulting and business process outsourcing company. Visionet delivers software solutions and services, which are built on the best-of-breed philosophy to help our customers increase business agility, drive down costs, and reduce risks. We work as a strategic technology partner with our customers and enable them to execute on their vision through enabling technologies, global teams and the most stable talent pool in the industry. Our 23-year track record of successful delivery coupled with business focused technology domains help our clients gain a competitive edge by accelerating time to market, production ready solutions. Visionet strengths include ERP and Business Applications, Business Intelligence and Analytics, Collaboration, E-commerce and Mobility, as well as Enterprise Application Integration (EAI).

Over the years, Visionet has engineered high performing and cost-effective solutions for some of the world's best known companies across diverse industries including, banking and insurance, retail and consumer products, as well as supply chain, distribution and manufacturing. We excel in delivering value and exceeding customer expectations.

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