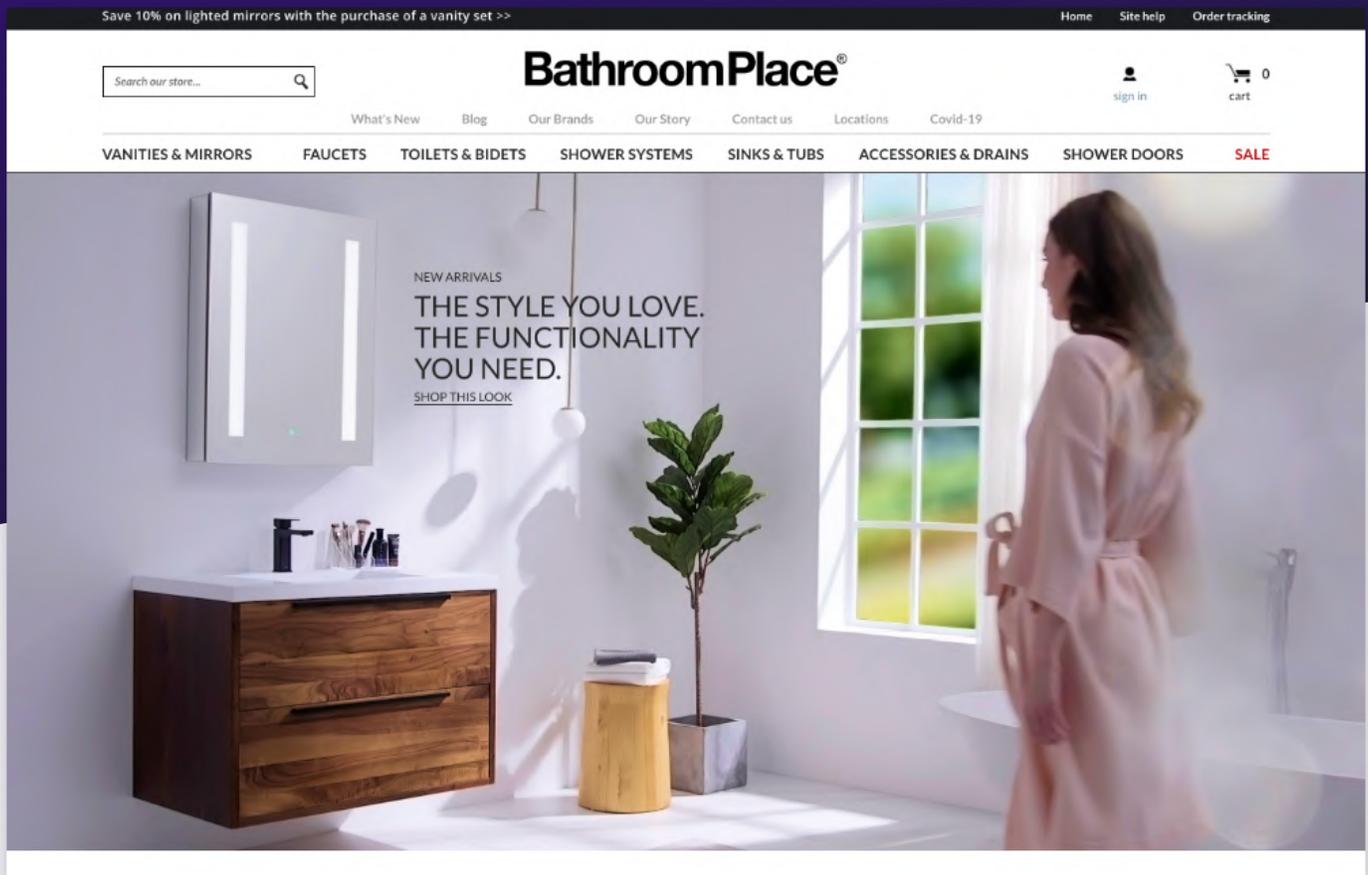


CASE STUDY

Bathroom Place Uses Volusion's Flexible Ecommerce Solution to Grow On Pace With Their Brick-and-Mortar



INDUSTRY

Retail General
Merchandise

FOUNDED

2001

LOCATION

Miami, FL

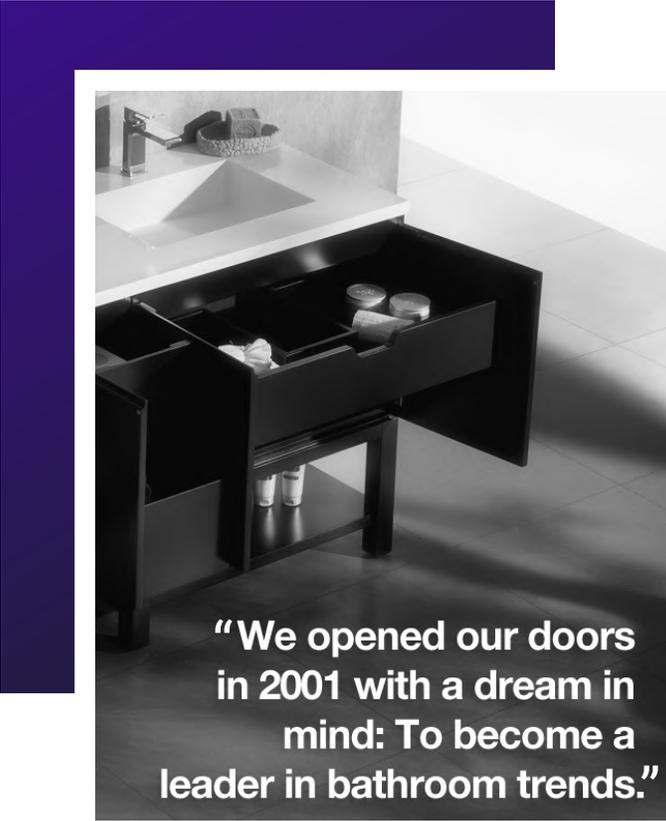
EMPLOYEES

12 Full-Time

WEBSITE

bathroomplace.com

“Volusion's dashboard makes it really easy to run everything connected to our store, from accepting credit card payments to adding new products. It allows us to dedicate more time to customer service.”



“We opened our doors in 2001 with a dream in mind: To become a leader in bathroom trends.”

BACKGROUND

Building a Leader in Bathroom Trends

Antonio Valero and his wife, Maria, founded Bathroom Place—a brick-and-mortar supplier of faucets, vanities, mirrors, accessories, and other bathroom essentials—in 2001 in Hialeah, Florida. Originally focused on tile, the two recognized the competitiveness of the industry and soon decided to add bathroom furniture and fixtures into the mix. Within a few years, one location grew into three showrooms, and sales continued to expand.

In 2010, siblings Juan and Daniela joined the family business in a greater capacity. The siblings actively monitored the company’s competition in an effort to stay ahead of the curve and cement Bathroom Place as a prominent player in the industry. With the world shifting online, the pair knew it was time to expand the business’s online presence with an ecommerce store to supplement their brick-and-mortar locations, and the rest of the family agreed.

THE CHALLENGE

Determining the Right Ecommerce Fit

Juan and Daniela knew that, rather than a one-size-fits-all solution, they would need to find an ecommerce platform that could adapt and scale with the company as they expanded their business channels. They also knew they would need to find a platform that allowed them to pivot easily as their industry, market, and competitor landscapes changed. In searching for a platform with the following features, they found a match in Volusion:



An easy-to-use checkout with multiple and secure payment options



Search engine optimized code and layout



Reporting tools and custom report features



Marketing and discount code tools



Fast page load speed despite many large images



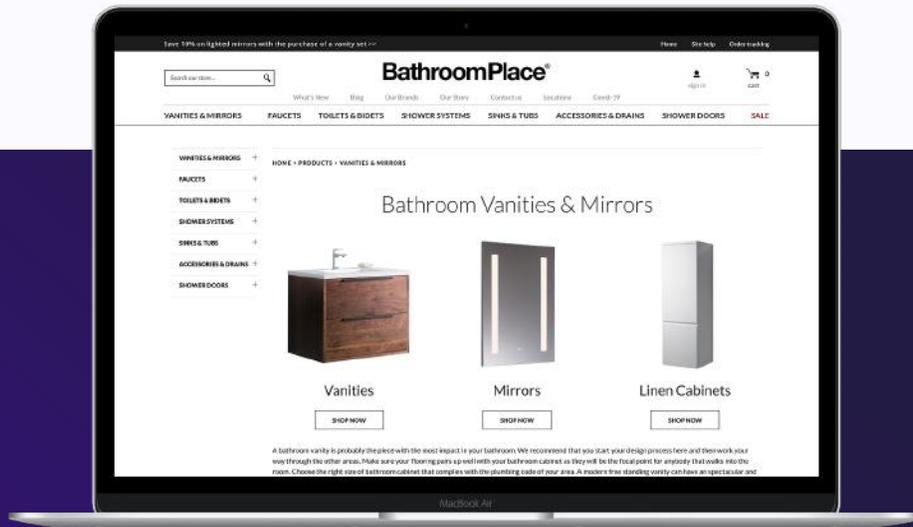
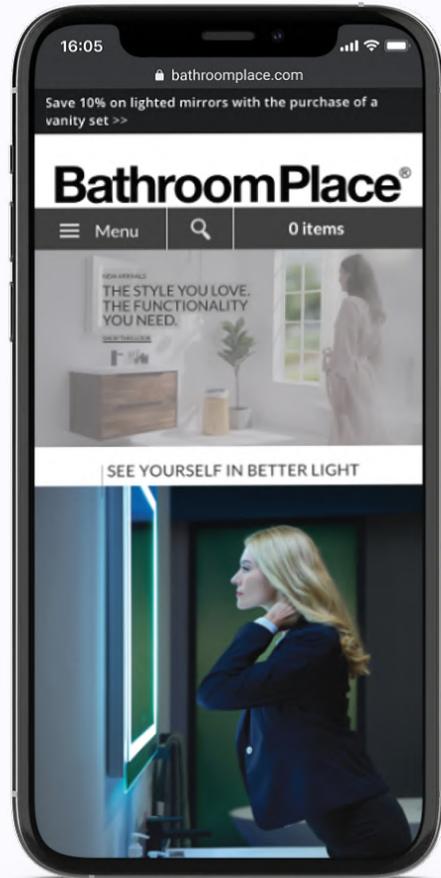
User-friendly content management capabilities

THE SOLUTION

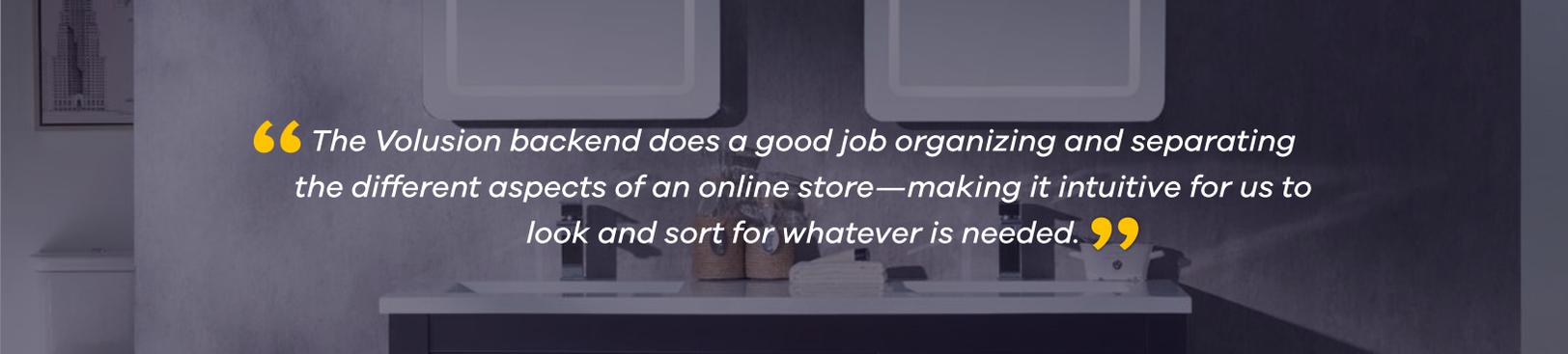
Volusion's All-in-One Ecommerce Platform

Volusion offered Bathroom Place a flexible, scalable ecommerce platform that would allow them to build what they needed and grow at the pace that worked best for them. The platform's customizable features and numerous integrations meant Bathroom Place could choose what elements were most important to them on a site and add or disable them as needed. Volusion also offered a knowledgeable support staff to assist with technical questions and an in-house marketing agency to help with marketing and design initiatives.

When Juan and Daniela brought Volusion to the attention of the rest of the company, the consensus was overwhelmingly positive. Everyone liked how simple and straightforward the platform's interface seemed, and they soon decided to begin building their store with Volusion. Within a week of signing up, their first few products had been listed online to purchase, and from there, the siblings continued to evolve the site.



“ Within a week of signing up we already had products up with photos, and we’ve been evolving the site ever since. ”



“The Volusion backend does a good job organizing and separating the different aspects of an online store—making it intuitive for us to look and sort for whatever is needed.”

RESULTS

Ecommerce That Scales With You

With over a decade and counting using the Volusion platform, Bathroom Place has been happy with their Volusion experience—especially its ability to expand at the same pace as their brick-and-mortar. Here are the areas Volusion has been most helpful:

Solving for Complex Issues

Bathroom Place is a large-scale operation, and Volusion's Inventory Control Grid offers a simple way to control a massive inventory with numerous variations. The platform also makes maintaining the site easy with direct access from the front-end to the back-end, allowing employees to scan the site and fix errors or missing information within seconds. On a more advanced level, Volusion allows for basic coding to be entered throughout areas of the site, giving Bathroom Place the opportunity to create some customizations of their own.

Design Services

To stay in step with evolving trends and the sleek, corporate designs of their competitors, Bathroom Place implements a website redesign every few years. Volusion's in-house marketing agency is able to accommodate any request, from creating new homepage designs that incorporate videos to changing the "Contact Us" and other internal pages of less relevance, making them instrumental in bringing the company's ideas to life.

Prime Plan

Bathroom Place also recently upgraded to Volusion's Prime Plan, unlocking almost instantaneous access to more technical advice and implementation. Now, the siblings have knowledgeable support at their fingertips through instant messaging platform Slack along with access to newer experiences, like Premium Checkout—an upgraded and simplified checkout experience that moves customers through the purchase process smoothly, boosting conversions.

By the Numbers

While their main focus is still on their brick-and-mortar showrooms, the ecommerce-portion of Bathroom Place's business still grows an average of **12% every year**. Currently, ecommerce accounts for about **40% of the business's revenue**—a number that is only expected to grow considering the coronavirus pandemic's global effect on in-person sales.