



Hook-Fast adds touch of interactivity;
sees online sales zoom 200%

In a snapshot:

Client:

Hook-Fast Specialties, Inc.

Business Issue:

Inability to offer personalization to customers online.

SolveIT's Solution:

CustomView® - Virtual Proof and Integration modules.

Business Result:

Achieved 200% increase in online sales, signed up 20 additional distributors.

Company Background

Hook-Fast Specialties, Inc. was founded in Providence, Rhode Island in 1926. The company manufactures badges, name plates and insignia and its customers include the military, police, fire service, and the medical markets. The company's flagship website, Hookfast.com was a fine web-site but lacked interactive features that would help it stand out among the competitors.

Business Issue

The web-site's e-commerce sales were stagnant and the site design was totally outdated. For a retail manufacturer, the ability to offer personalization can increase web traffic. The problem with Hook-Fast was it wasn't able to get eyeballs to its web pages. This resulted in the following issues:

- Stagnant online presence that often left customers with more questions than answers.
- Errors in order capture due to inability to have a visual representation of the product.

Additional challenges faced:

- With limited interactivity, company's website was mired with other competitors, there wasn't a differentiator amongst its rivals that could propel Hook-Fast to the front.
- Difficulty in updating content periodically and also encountered problems adding or removing items from its catalog online.

SolveIT's Solution:

- Implemented our proprietary framework software, CustomView® suite of applications including Virtual Proof and Integration modules that offered interactivity to bring life-like images to the products.
- Implemented web services to share Hook-Fast's technology with their distributors.
- Implemented multi-store module of CustomView® that provided the ability for their distributors to have a web presence and sell their products online.

Business Results:

- Online orders rose 200% within six months and also Hook-Fast registered a 100% error-free transaction rate.
- Differentiated from competitors that were solely dependent on traditional medium of sales.
- Ability to update content regularly and also increase product offerings online.
- Signed up 20 additional distributors to sell Hook-Fast products online.
- Solidified its supply chain and offered better management of forecasting demands.

At If you think SolveIT can assist you in anyway possible, Visit us (www.solveitcorp.com).

"SolveIT overcame a number of technical challenges and insured that our system was launched on-time and with superior quality. I recommend SolveIT to any company interested in developing a sophisticated web tool that is both robust on the company side yet intuitive and easy to use on the end user side." – Dan Gorriaran, Founder, Hook-Fast Specialties, Inc.