



Chewbarka achieves dynamic web presence and builds brand awareness

In a snapshot:

Client:

Chewbarka

Business Issue:

Required a fully functional e-commerce web-site including customer login.

SolveIT's Solution:

CustomView® eStore module

Business Result:

Online sales zoom from 0% to 100% within the first month.

Company Background

Chewbarka was started in 2003 in Rhode Island. It has been making pet tags for several customers. Chewbarka was founded by Frank Ricci, whose family has been in the tool and die cast business producing fine precision jewelry items since 1950. The idea to launch Chewbarka came after Ricci bought a badly engraved pet tag for his dog.

Business Issue

Chewbarka built their business network by word of mouth. However they didn't possess a dynamic e-commerce enabled web-site to expand their business and move to the next level as they were witnessing stagnant sales. A lack of a functional web-site hindered Chewbarka's progress in generating new customers. These led to the following issues:

- Word-of-mouth marketing, and business referrals led to limited sales opportunities.
- The brand name of Chewbarka remained virtually unknown because of a lack of a strong web initiative.

Additional challenges faced:

- No foolproof method to manage and fulfill customer orders leading to potential business opportunities being lost.
- Failure to have an organized product offering section led to confusion for customers and a complete lack of understanding of product demands.

SolveIT's Solution:

- With a focus toward an user-friendly interface, SolveIT designed a fully functional e-commerce web-site using their proprietary framework solution, CustomView® eStore module.
- Created and designed a customer-centric website that allowed the customer to build and manage his/her own profile that helped in forging effective customer relationship for Chewbarka.
- Enabled customer login and shopping cart functionality that allowed Chewbarka to fulfill customer orders and generate reports on product demands.
- Effective categorization of different products helped reduce clutter and provided a crisp outlook that enhanced customer experience.

Business Results:

- Online sales went up from 0% to 100% within the first month
- Managed to create brand awareness for Chewbarka in the pet tags manufacturing sector
- Achieve 100% error-free order fulfillment that has led to frequent repeat orders and enhanced customer retention
- The web-site provided Chewbarka a viable platform to spearhead their marketing campaign to attract more business

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