

CASE STUDY

How a Traditional Brick-and-Mortar Retailer Pivoted to Omnichannel in Just Four Weeks

RESULTS

- **4-week Implementation** timeline for Ship from Store
- Average of **2,400 orders/week shipped** from stores, doubling initial goal
- **30% surge** in ecommerce volumes per week during COVID



We realized that execution had to happen on the backend to create the ideal experience.

- Client Quote



BACKGROUND

A plush toy retailer built a name for itself with its unique in-store experience where families come together and create their own one-of-a-kind stuffed animal.

Initially, this retailer leveraged a home-grown system for order management. While they thought this met their requirements, they identified long-term gaps and needed an OMS that could scale with their business and offer them new retail opportunities. Additionally, their system siloed channels (inventory & orders), so they lacked omnichannel and comprehensive order management capabilities.

They selected Deck Commerce, the leading D2C order management system, because the SaaS OMS natively had all of the functionality they needed to meet their long-term retail objectives.

CHALLENGE

In January 2020, the teams at collaborated and mapped out a plan to build and expand their omnichannel experience by utilizing Deck Commerce's in-store fulfillment (ISF) module.

The plan was to launch in Q3, however, the coronavirus pandemic struck in March, temporarily closing brick-and-mortar stores. This escalated the retailers need for an omnichannel plan—not only to drive revenue, but as a way to keep as many associates working as possible.

SOLUTION

Through Deck Commerce's powerful order management system, this brand quickly and successfully launched an omnichannel strategy in the midst of the pandemic.

By adding the ISF module to their offering, they were able to pivot their physical retail stores to micro-fulfillment operations—protecting revenues, giving associates the opportunity to work, and still providing their guests with the ability to make special memories, one furry friend at a time.

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