

# How a uniform and apparel company simplified order- taking, built business efficiencies

A Case Study  
of Edwards Garment



**WebJaguar**  
The Power To Leap Ahead™



For more than a century, Edwards Garments has been making good on its promise to bring “brands to life by sending people to work and play looking great and feeling engaged.”

The company launched in 1867 when Samuel Rosenbaum created the Kalamazoo Pant and Overall Co., which would become career and uniform supplier Edwards Garments, in the 1970s.

Even through all of the company’s various iterations, it has always stayed true to its core values: people matter, customer satisfaction is at its core and results tell the story. And those values run deep through Edwards’ company culture.

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Taraynn Lloyd  
Vice President of Marketing  
Edwards Garment

But by 2017, the company's ecommerce site needed some help on the customer satisfaction front—particularly with regard to the complexities of ordering uniforms online. Additionally, the original site was built to accommodate PIC Business Systems, the ERP system Edwards used. This meant the company was limited with regard to the capabilities it could implement into its ecommerce platform. Ultimately, it wasn't able to provide the flexible, convenient customer experiences at the heart of its core values.

Edwards decided it was time for an update. In 2018, it began engaging several technology providers in search of the right platform. "We put together a scope document and began talking to

## Highlights

**Situation:** Uniform apparel company was working on an outdated ecommerce platform, built on top of its ERP system, that couldn't handle the complexities of ordering and decorating uniforms online. The company wanted to provide its distributor customers with a more flexible and seamless ordering process using updated ecommerce technology.

**Solution:** Edwards Garment partnered with WebJaguar to unhook its ERP system from the ecommerce site, as well as implement modules that could easily handle the complexities of ordering uniforms online.

**Results:** Edwards Garment can now take all uniform orders through its ecommerce site. The number of customers purchasing on the site has nearly doubled compared to those who used the old platform. WebJaguar also unhooked the company's ERP from the site—allowing for more capabilities to be added.

several service providers,” says Taraynn Lloyd, Edwards’ vice president of marketing. “But we quickly narrowed it down to WebJaguar—not only because the platform could address our goals and meet our business needs, but also because the WebJaguar team is very easy to work with. It really was a perfect fit.”

## **Situation**

Edwards Garment’s ecommerce site was no longer making good on the company’s promise to provide satisfying customer experiences.

Uniform ordering can be highly complex. Oftentimes, customers need to place orders that must include myriad variables, such as type of garment (polo shirt), size (M) and color (red). They may need to choose a logo from the company’s logo library and then place that logo in the correct place on the garment, such as middle back or upper right front. Additionally, customers may want to add blank garments to an order—such as a pair of pants without a logo or other decoration—to pair with the uniform shirt. The ecommerce site needs to be able to accommodate these types of orders.

But Edwards’ platform couldn’t handle this level of order complexity. Instead, customers would have to call and place

the order with a customer service representative (CSR). This process was time consuming for everyone involved—the customer and Edwards.

Additionally, Edwards original platform was built on top of PIC Business Systems, the ERP system the company used. “It really mimicked how order processing works for customer service, only it was pretty,” Lloyd says. “The integrations used smart templates rather than APIs.” This dependence on its ERP system was prohibiting the company from improving its site with tools that would make it more flexible and user-friendly for its customers.

The company needed an ecommerce platform that would replace its existing site with a new modern look and feel. It needed flexibility to customizations and user experience behavior. That’s where WebJaguar stepped in.

## **Solution**

Once Edwards chose WebJaguar as its technology partner, the WebJaguar project management team took the lead—devising an online project plan working directly with Edwards. The online plan detailed every aspect and task required for completion. WebJaguar then presented a full statement of work—detailing from start-to-finish all steps necessary to deliver the site.

Because WebJaguar is already established as a trusted ecommerce platform provider for the uniform and apparel industry, many of its out-of-the-box solutions fit Edwards requirements perfectly. Those features included:

- Standalone products
- Products requiring color selections
- Products requiring color and size selections
- Products requiring logo selection from a prepopulated logo library
- Real-time inventory visibility of all products

But the Edwards project was much more complex than a standard website implementation due to the nature of the integrations.

Typically, with most integrated platforms, WebJaguar stores the primary pricing behaviors for the customers. However with Edwards, APIs are used to pull customer pricing directly from Edwards' ERP system in real time as the customer navigates the site. This was a new challenge for both WebJaguar and Edwards as the two companies had to take into account site optimization and speed.

But the fact that Edwards site integrated with Edwards' ERP system allowed the company to open up two-way

communication for their end customers. So once an order is placed on Edwards new ecommerce site, it's immediately sent directly to PIC Business Systems. As the order is processed and updated from Edwards' site, order status updates and invoices are sent back to Webjaguar to update the original order placed. This means that, at any time, Edwards customers can log into the Webjaguar dashboard and see real time order status updates.

Another key function Webjaguar implemented into the Edwards site was the main account/sub account module. Edwards operates as a supplier to its distributors. This module allows each distributor, serving as an administrator, to login to the front-end of the website and manage their employees. This reduces the overhead for Edwards—as it allows distributors to administer their proceedings without intervention from Edwards.

Finally, WebJaguar's returns module allows Edwards customers to trigger returns and exchanges on the front end of the site, rather than requiring them to contact Edwards' CSR team—creating an easy seamless experience for the customer and saving time and creating efficiency for Edwards.

“At the end of the day, you have to have best-in-class solutions that are the right fit for your business,” Lloyd says. “For Edwards Garment, that's WebJaguar because they don't just

sell you a single solution. They work with you to find the right combination of features that meet your business practice.”

## Results

Since moving to the WebJaguar platform, Edwards has experienced substantial improvements to its ecommerce business. With its previous site, the company serviced about 2,500 distributor customers. On the WebJaguar platform, it has more than 8,500 active accounts and is servicing around 4,000 distributors. And 29% of its overall sales are generated through its website alone.

Most importantly, the site is now able to accommodate the complexities associated with uniform ordering. “We have gone from being able to take zero decorated uniform orders through the site to now having the ability to handle all of those orders without customers having to pick up the phone,” Lloyd says. “That’s an enormous improvement.”

“Webjaguar’s technology is tailored specifically to the uniforms and apparel industry—and we bring with it a wealth of industry knowledge and experience,” says Graham Anderson, director of project management at WebJaguar. “With Edwards Garment, we weren’t starting at square one. All involved were familiar and could relate to the requirements immediately, which presented huge efficiencies and value to our customer.”



## **About WebJaguar**

WebJaguar is a leading ecommerce platform for small- and medium-sized businesses. We provide a complete range of website set-up, custom programming, support and online marketing services. WebJaguar is a software-as-a-service (SaaS) platform containing more than 100 features to maximize sales and reduce costs for B2B companies and retailers.

([www.webjaguar.com](http://www.webjaguar.com))