How a uniform apparel company transformed its customer shopping experience

A Case Study
of Twin Hill

WebJaguar

The Power To Leap Ahead™

T W I N H I L L ®

Since 1997, Twin Hill Co. has been providing custom, tailored uniform apparel to businesses throughout the world. By placing a priority on each of its client's unique brand, Twin Hill focuses on creating a highly customized product for its customers—one that truly reflects that company's identity and promotes its culture.

To make good on its mission to emphasize "quality, service and style," Twin Hill needed to provide its clients with online stores that deliver a shopping experience in line with today's customer expectations—a fast, simple, self-service experience that allowed them to easily customize their unique products.

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Natasha Rodriguez
Director of IT
Twin Hill

But the platform Twin Hill used was no longer standing up to the challenge. And it was negatively impacting Twin Hill's bottom line. "We were losing customers," says Natasha Rodriguez, Twin Hill's director of information technology. "One of our premium clients left us because we weren't able to provide its users the same experience, they would get on any other modern ecommerce site."

Highlights

Situation: Uniform apparel company had grown out of its outdated platform that was no longer able to offer a modern ecommerce shopping experience. It needed to quickly implement a new platform.

Solution: Twin Hill Co. partnered with WebJaguar to implement its platform, which could meet the unique requirements of its business while providing a modern, fast and easy ecommerce shopping experience.

Results: Twin Hill now runs all of its online clients' stores on the WebJaguar platform. And the company can now get new clients' stores up-and-running in a week rather than months. Additionally, since partnering with WebJaguar, Twin Hill's customer service calls have dropped by 30%.

Twin Hill knew it was time for a change. The company needed to find a robust ecommerce platform that would not only provide the modern ecommerce shopping experience today's customers demand, but also one that would offer its clients a fast, easy, highly customizable, self-service experience.

After an extensive search, Twin Hill found the right ecommerce platform for its business in WebJaguar.

Situation

In 2017, Twin Hill realized it needed to move its ecommerce business over to a different platform. The ecommerce platform it was using at the time, JDA Blue Martini, was not only being phased out by its software provider, but it was also old, outdated and lacking in essential capabilities Twin Hill needed to effectively service its clients.

One issue with the platform was that it was unable to securely accept credit cards. "Sure, we could offer our clients the ability to accept credit cards in their online stores," Rodrigues says. "But there were security flaws, and there was no guarantee that personal information would not be breeched."

Additionally, the platform didn't offer the modern ecommerce experiences today's consumers have grown to expect. "The user interface from the customer perspective wasn't meeting the demands of the 2010s," Rodriguez explains. "Customers expect an Amazon-like experience, and they just weren't getting it."

As a result of these lacking ecommerce capabilities, Twin Hill was unable to meet the growing demands of its existing clients that now wanted to offer modern ecommerce experiences to their customers. It was also losing potential new clients whose expectations didn't match Twin Hill's ecommerce capabilities.

Twin Hill determined it needed a new site that would meet three important requirements:

- The site needed to be easily supported by anyone in the market so that, from an IT perspective, employees could easily flex in and out as needed.

- From an infrastructure perspective, the site needed to meet all security guidelines and be payment card industry (PCI) compliant.

- The site needed to be easily customizable based on customers' needs without putting the entire platform in jeopardy.

Solution

Twin Hill set out to find a platform provider that could meet all of these requirements and quickly get their ecommerce capabilities up to speed. Twin Hill soon discovered that WebJaguar's platform could easily handle all of these requirements and more.

In 2018, Twin Hill partnered with WebJaguar to implement its ecommerce platform. "WebJaguar came in and learned our business—the team asked us about our audience and what we really wanted out of our new site," Rodrigues says. "Then they showed us sample sites that they had done and made recommendations about what would work best for us."

After those initial discussions, the WebJaguar team initiated a project discovery call, in which a dedicated project manager and a support team of designers and developers was assigned to the Twin Hill account. From there, the WebJaguar team began to build out a fully blown project plan using project planning software Team Works.

"The purpose of this technique is to clearly define and map out all tasks that need to be completed, who is responsible for the deliverables, and what milestone and task dates work with the parties," says Graham Anderson, Director of Project Management at WebJaguar. "That gives us a solid project plan that can be updated along the way."

From there, WebJaguar worked diligently with Twin Hill through each phase of the project: site look-and-feel, ecommerce configuration settings, custom development, enterprise resource planning (ERP) integration, training Twin Hill on how to manage the site and ultimately go-live.

"Twin Hill is very organized, and they know exactly what they want," Anderson says. "Custom development is common for their online stores, so there is always a pipeline of new works and new site build outs in the mix."

Results

Since beginning the partnership with WebJaguar, Twin Hill has moved all of its older clients to the platform, as well as

launched all new clients on it. "We are 100% WebJaguar. We have 21 online stores for 21 different customers—and these customers are all over the world," Rodrigues says. "The WebJaguar platform makes it easy to manage those stores and ship products on behalf of these clients."

Since launching WebJaguar, Twin Hill's customer service calls have also seen drastic improvements—dropping 30% in the past year. "That's thanks to the usability of the site— online chat, self-service password resets and online returns," Rodrigues says.

And Twin Hill can now offer to launch their client's online stores much faster than they were able to before using WebJaguar—an attribute that allowed Twin Hill to land a very large corporate account. "We were able to demonstrate that we could have this client's online store up-and-running in one week," Rodrigues says. "Before WebJaguar, it would take three months to put an online store in front of a client. Being able to do that so quickly landed us that deal."

Rodrigues says it's not just the robust ecommerce technology that sold Twin Hill on WebJaguar, it's also the management team that works with Twin Hill. "The WebJaguar team truly understands our business, is able to meet the unique requirements of our business and is always there to provide the personal attention we sometimes need," she explains.

"That's a big part of the reason we chose WebJaguar when we were needed a new ecommerce platform partner."

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)