



Country or Region: United States

Customer Profile:

World Martial Arts is the authorized distributor of licensed martial arts products for the American Taekwondo Association (ATA), providing the latest equipment for ATA-licensed locations.

Business Situation:

Processing customer orders required data entry in multiple systems, resulting in greater potential for errors, and limiting employees' productivity. The World Martial Arts online store also did not provide customers with a user-friendly, premium shopping experience.

Solution:

Ignify eCommerce's integration with World Martial Arts's warehousing and manufacturing systems greatly reduced order fulfillment time, enabling the company to process and ship orders faster. With enhanced order customization functionality, more customers have turned to the online store to place orders.

Benefits:

- Sales reps can focus more time on the customer
- Customers gain the ability to customize orders
- The ability to create and assign coupons to individual customers and customer

Martial Arts Equipment Distributor Provides Customers a Champion-Level Ordering Experience with Ignify eCommerce

"The number of orders from our old website was only about 10 percent of our total orders, whereas now 60 to 65 percent of our orders come through our website – which in itself speaks to the functionality and ease-of-use that the Ignify eCommerce platform provides our customers."

Tim Sturdivant, Director of Operations and IT, World Martial Arts

World Martial Arts is the authorized distributor of licensed martial arts products for the American Taekwondo Association (ATA), providing the latest equipment for ATA-licensed locations. Products include weapons, sparring gear, safety equipment, belts, uniforms, and apparel. World Martial Arts distributes its products to over 1,200 independently owned schools and clubs in the U.S. and worldwide.

Situation

Prior to Ignify eCommerce, World Martial Arts's online store did not have the functionality that makes a smooth, enjoyable shopping experience, and thus it did not experience many visits from customers. World Martial Arts sought a new eCommerce platform with enhanced functionality and user-friendliness, where customers could easily navigate through the site to find products and make purchases.

For customers who wished to place orders for custom uniforms or belts, data that was keyed into the site by the customer would then be taken and entered in up to four different systems by a customer service representative. Re-entering data into different systems, including the company's ERP – Microsoft Dynamics GP – created potential for errors and mistranslations to occur, as well as hindered employee productivity.

"The primary criteria that we had when investigating eCommerce systems was for the eCommerce provider to be a certified Microsoft partner who offered built-in integrations between the eCommerce platform and Microsoft Dynamics GP," said Tim Sturdivant, Director of Operations and IT at World Martial Arts.

“There were times in the past where it would take three to four weeks to process a custom uniform order. Ignify eCommerce assisted in reducing our production time from several weeks to three to five days.”

Tim Sturdivant,
Director of
Operations and IT,
World Martial Arts

Solution

In addition to the seamless integration offered by Ignify eCommerce into Microsoft Dynamics GP, World Martial Arts chose Ignify based on its deep experience with unique and complex eCommerce implementations.

“We didn’t want just an off-the-shelf website that you could get anywhere that would integrate with Dynamics GP,” said Sturdivant. “Ignify not only had the integration piece down, but its in-house developers also had the expertise to create the customization and feature functionality that we were looking for.”

With configurators built into the website that guide a customer through creating custom uniforms and black belts, the data entered by the customer no longer needs to be re-entered by a World Martial Arts rep into multiple systems. Now, once a customer enters the order, the order feeds into the accounting system to allow for billing, and a sales rep reviews to see if the order can be released to the warehouse management system, or create a manufacturing work order from the data pulled by the website.

“The ability to create a manufacturing work order directly from the data that Ignify captures from the website is an important highlight,” said Sturdivant. “One set of data does not have to be keyed into the accounting system to process, and then re-keyed again into a manufacturing work order. All the data is captured on the front-end, and we can use that to generate both parts of the business – the accounting piece and the manufacturing piece.”

This data consolidation has enabled World Martial Arts to speed up order fulfillment by greatly reducing the number of hours required to process an order.

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In addition to quicker order fulfillment, Ignify eCommerce provided a streamlined, easy-to-navigate interface for customers, allowing customers to effortlessly browse through the product catalog and proceed to checkout.

With a robust online store enabling orders to get to customers more quickly, World Martial Arts has seen a significant rise in the number of orders now placed online.

“The number of orders from our old website was only about 10 percent of our total orders, whereas now 60 to 65 percent of our orders come through our website – which in itself speaks to the functionality and ease-of-use that the Ignify eCommerce platform provides our customers,” Sturdivant said.

Benefits

More Time Focused on the Customer

With order processing time drastically reduced, World Martial Arts’s sales reps are now able to devote their time and energy to serving customers. “Our sales reps are able to spend more time focusing on helping our customers accomplish their goals and be successful, and not so much on order processing and pushing paper anymore,” said Sturdivant. “It allows them to be more of a true sales rep and advocate for the customer.”

Self-Service Order Customization

With the custom uniform and black belt configurator taking customers step-by-step through the customization process, customers do not need to worry about missing an important piece. “The configurator guides customers through each of the steps in building a uniform so that the customer is less likely to forget or leave off a piece,” said Sturdivant. “It will walk you through all the elements that you need for a uniform, from the type of uniform, to the size and style, to the patches and collars.”

Coupon Creation and Assignment

With Ignify eCommerce, World Martial Arts is able to create and assign coupons both to individual customers and customer classes, as well as offer shipping methods specific to a customer class. “It allows us the flexibility to have promotions go directly to our customers,” said Sturdivant.

World Martial Arts

For more information about World Martial Arts, visit the website at: <http://www.wmaonline.com>.

Ignify

Ignify is Worldwide Microsoft Partner of the Year since 2010, and offers CRM, eCommerce, ERP, Order Management and POS solutions based on the Microsoft Dynamics line of products. Ignify has been included as the fastest growing business in North America for seven years in a row by Inc. Magazine and Deloitte in the FAST 500 from 2008 to 2013.

For information about Ignify eCommerce, please visit:

www.ecommercefordynamics.com

If you have questions, or if you would like more information about Ignify, please contact us:

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Document published June 2015