

# Shields of Strength — Inspiring Reminders

Bigcommerce Enterprise's outstanding service and powerful automation grow sales and improve efficiency

## THE BIGCOMMERCE DIFFERENCE

16%

Increase in  
online sales

42

Employee hours  
saved per week

\$65k

Additional revenue  
in four months

"Since moving to Bigcommerce, we've seen a 16% increase in sales and we are on pace to have the most successful year in the 18-year history of the organization."

— Kenny Vaughan, President and Founder

## Business goal: [Become a lean, mean, growth machine](#)

To keep up with rapid growth, Shields of Strength needed to automate manual tasks. They also needed to switch from a platform that was holding them back with poor customer service, slow responses and tardy tech support resolutions.

## Bigcommerce benefit: [Automated processes and stellar service](#)

Bigcommerce's responsive customer support is focused on quickly resolving issues, and the powerful, extensible platform has helped streamline and eliminate Shields of Strength's manual processes. Their account managers act as growth engineers for the business, recommending strategic marketing and ecommerce improvements that have directly lead to new revenue.

## Challenges

Shields of Strength's inspirational jewelry business was growing rapidly, but the company's biggest impediment to continued growth was poor customer service from their ecommerce provider. "Our requests were not being met in a timely manner, and they couldn't keep pace with the rapidly changing nature of our business," said founder Kenny Vaughan. It took around a week to hear back from AmeriCommerce tech support, and additional weeks for each resolution. It was impossible to hop on the phone with tech support to troubleshoot even the smallest issues.

Labor-intensive daily tasks were also crippling the company's efficiency. Wholesale and B2B orders had to be processed manually, and requests for order status updates bottlenecked their customer service team. It took three employees two hours per day each to respond to tickets.

Shields of Strength also needed better integrations between their ecommerce platform and critical business solutions. "Our accounting, inventory, shipping, marketing and customer service systems were all stand-alone," Vaughan recalled.

## Solutions

After vetting the top competing platforms, Vaughn chose Bigcommerce Enterprise because, "They provided an integrated solution that streamlined and automated our business processes." Given his experience with poor service, he decided to visit the Bigcommerce office to meet the priority support team before signing up. "I liked that the average wait-time for customer support calls was less than three minutes, and was impressed that they also track problem resolution time and customer satisfaction for every call."

But the greatest ROI from the switch to Bigcommerce Enterprise has come from the company's dedicated account managers. Within the first four months, they recommended 18 integrations to automate and improve core processes like multi-channel selling and wholesale and B2B sales. The insightful recommendations, platform knowledge and ecommerce expertise of their managers have transformed a "faceless vendor" into a "partner in success."

## Results

"Since moving to Bigcommerce, we've seen a 16% increase in sales and we are on pace to have the most successful year in the 18-year history of the organization," said Vaughn. Marketing integrations and strategies recommended by their account managers also generated \$65,000 of additional revenue in just four months.

In addition to the impressive growth, Bigcommerce Enterprise's automated order status notification system has saved 42 hours of employee time per week. "The automated status notifications increased customer satisfaction, reduced service issues and saved resources."