



Measuring Success: Lab Supplies Company Delivers High-Quality, User-Friendly Shopping Experience with Ignify eCommerce

Country or Region: United States

Customer Profile:

Qorpak provides laboratory packaging, laboratory supplies, and value-added services for customers across many industries. Qorpak's customer base ranges from Fortune 500 companies to small, family-run businesses.

Business Situation:

Qorpak had utilized Ignify eCommerce in 2009 to build their first ecommerce website. Now, in 2015, they were seeking to upgrade to take their site to a new level of optimization with an even more customer-friendly design.

Solution:

Ignify eCommerce enables Qorpak to deliver high-quality service with customer-specific catalogs and various shipping features. The online store's mobile-optimized design provides a streamlined, user-friendly interface for convenient shopping on any device with quicker checkouts.

Benefits:

- Simpler Checkout Experience with Single-Page Checkout
- Industry-Leading Innovation with Mobile-Optimized Design
- Integration with Business Applications for Greater Insight and Efficiency

"Qorpak has a strong business culture that is dedicated to thrilling our customers. One of the main reasons we decided to upgrade our ecommerce site was to enhance that customer experience. Ignify eCommerce helps us serve our customers with the latest technology on a daily basis."

Karen Brooks, Vice President, Qorpak.

For over 30 years, Qorpak has provided solutions for packaging and laboratory supplies to dozens of industries including pharmaceutical, educational, medical and chemical. From Fortune 500 companies to small family-run businesses, Qorpak is able to meet a variety of needs with their product and service offerings. They carry an extensive collection of glass and plastic bottles and jars, as well as metal containers, vials, pails, laboratory equipment and supplies, safety-coated items and more.

Qorpak also provides value-added specialty services that not only make things easier for their customers but also helps them save money. These services include but are not limited to specialized kit assembly, pre-cleaned containers and parts, bottle capping and customer specific case-pack configurations and labeling. An additional service provided to Qorpak customers is Qorpak's extensive sales network, which continues to grow as they work to provide broader coverage both locally and internationally.

Situation

When Qorpak began working with Ignify eCommerce in 2009, their sole web presence was an informational site that did not allow customers to purchase products. However, as a customer-centric company, Qorpak knew it needed to improve by offering an on-line shopping experience. Because of their diverse customer base, Qorpak knew they would need a flexible system that was able to be customized. "We looked into other eCommerce systems, but Ignify eCommerce's ability to do customizations and willingness to work to meet our needs were a big deal for us," explained Jennifer Elliott, Business Development Analyst at Qorpak.

After 6 years of success on the Ignify eCommerce platform, Qorpak decided that the best way to continue to serve their customers would be to upgrade their website with a more user-friendly design and, more importantly, increased functionality.

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Solution

With their most recent upgrade, Qorpak has made several important improvements to benefit their customers.

More products. Qorpak has a significant product offering and Ignify eCommerce's scalability enables them to display the majority of those items online, supporting the product images, descriptions, technical specifications and pricing for each individual product. "We have over 7,000 items on our site and Ignify eCommerce is able to handle that volume of product without issue," shared Elliott.

Better navigation. Upgraded category and sub-category hierarchies throughout the store also provide an easy-to-navigate interface for searching inventory and locating the right items. "We re-structured our category hierarchy to be able to showcase a more efficient and visually appealing product listing page to the customer," said Elliott. "We are now able to show our products through several template options in order to present them in the best light."

Customer Portals. Another important Ignify eCommerce feature in Qorpak's upgrade is the functionality of the Customer Portals. When a customer logs in to their account on the Qorpak online store, they will only see information and details specific to their account. Customer-specific accounts are an important way for Qorpak to stay engaged with their global customer base.

Better shipping. With Ignify eCommerce, Qorpak experiences a seamless shipping process. They are able to ship from multiple locations and to create a single freight rate. "We wanted to be able to do a lot of different permutations because of our need to ship from multiple locations to our customers," said Elliott. Ignify eCommerce also enables customers to ship collect, functionality specific to Qorpak's industry that allows them to ship an order and have the recipient pay the freight company that delivers.

Easy checkout. In addition to creating a professional, clean design, Qorpak's new single-page checkout enables customers to quickly complete their purchases. "Single-page checkout was a feature we really wanted," explained Elliott. "It was important to our whole team to make the checkout process very simple, and Ignify was able to make that a reality for us."

Benefits

Customer Thrill

By listening to customers, Qorpak's new site offers an efficient and effective experience. "Qorpak has a strong business culture that is dedicated to thrilling our customers. One of the main reasons we decided to upgrade our ecommerce site was to enhance that customer thrill experience. Ignify

eCommerce helps us serve our customers with the latest technology on a daily basis," noted Karen Brooks, Vice President of Qorpak.

Industry-Leading Innovation

Few companies in Qorpak's industry operate ecommerce sites, and even fewer offer mobile-optimized designs, making Qorpak stand-out among its competitors. "This level of website functionality is not something that's common in our industry," said Elliott. "A lot of companies are using the same technology and have the same websites that they have had for years. We are one of the leading packaging suppliers in our industry and making sure our technology is keeping up with the times is critical."

Integration with Business Applications

Ignify eCommerce provides a platform for integration with other business applications, which enables Qorpak to gain further insights and business efficiency. "Another reason for our eCommerce upgrade is that we are integrated with our ERP system," said Elliott.

Qorpak

For more information about Qorpak, please visit www.qorpak.com.

Ignify

Ignify has been a 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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