

customer success story: universal gadgets

# Multichannel eCommerce: keeping all the plates spinning

## The Problem



**UniversalGadgets**  
your gadget accessories specialist

*"Creating listings in Amazon and eBay was a nightmare akin to keeping plates spinning"*



Universal Gadgets were aware that the key to eCommerce success was to sell products through as many channels as possible, but managing eCommerce orders, plus creating listings in Amazon and eBay was a nightmare akin to keeping plates spinning, eventually there was going to be a crash. In fact there were several crashes caused by stock control issues; managing stock levels is next to impossible when the three selling channels do not talk to a single stock management solution.

To make matters worse, organising orders from three directions is a very time consuming process, taking the time that should be used to get orders out the door and to the customers, especially when the invoicing for each channel is separate and each invoice has to be copied out for labelling in yet another unconnected system.

## The Solution



*“Universal Gadgets now have the time required to concentrate on effective marketing, researching new products and pushing the increase of their sales”*

### The Results

The site that Advansys built for Universal Gadgets has had the desired effect and created a better working process, allowing products to be listed on Amazon and eBay as easily as if they were on Universal Gadgets' own website. All stock levels are tracked through the CMS making sure that there are no delivery or customer services issues. Treating all orders equally across the three channels has meant that the task of picking products is much less time consuming with a batch process streamlining the warehousing processes and delivery considerably.

Having performed the double improvement of ending customer services issues, and giving more time to deal with customer queries the new solution gives Universal Gadgets the time required to concentrate on effective marketing, researching new products and pushing the increase of their sales.

Advansys provided a direct solution designed to simplify all of the problem processes in one fell swoop. Amazon and eBay listings would be managed via one single interface (a content management system) where the setup of listings, managing orders and invoicing would be largely automated to save Universal Gadgets valuable time and money. This integration means that the listings would take their stock level directly from the eCommerce CMS preventing any further stock issues for Universal Gadgets, in other words, stock would be intelligently pre-allocated for each of the marketplaces.

In addition, orders would be controlled from a single solution that would save time formerly spent piecing together a picture of the orders volume. This time would now be spent on using the fully compiled picklist to quickly gather the product for the day's orders, from all channels, and then pack and ship items in a streamlined process using batch printed invoices and labels.