



From stagnant to dynamic web presence,
FireStore reaps the rewards

In a snapshot:

Client:

FireStoreOnline

Business Issue:

Needed CustomView™ Virtual Proof module to have a dynamic web presence within the existing template-driven framework.

SolveIT's Solution:

CustomView™ Virtual Proof module with the ability to share technology.

Business Result:

Additional sales, capturing customer requests in its entirety, a satisfied customer base.

Company Background

Established in 1998, FireStoreOnline was the Nation's first online fire store of its kind. The company was founded by a Florida firefighter/paramedic, who still owns the company today. FireStoreOnline is a trusted name in the law enforcement and fire rescue industry. FireStoreOnline is a distributor of Hook-Fast Specialties' badges.

Business Issue

Witnessing the overwhelming response that Hook-Fast received after implementing SolveIT's CustomView™ Suite of applications, FireStoreOnline, too, wanted the dynamic, e-commerce application installed in its server. However, unlike Hook-Fast, FireStoreOnline had a template-intensive framework that was difficult to be customized. This led to the following issues:

- A rigid framework posed too many challenges to implement Hook-Fast's user interface on FireStoreOnline's website.
- The template-driven application wasn't conducive to deploy CustomView™ Virtual Proof module to achieve the same desired results as Hook-Fast.

Additional challenges faced:

- A lack of an interactive e-commerce application made FireStoreOnline web-site look static and registered several customer 'walk-aways'
- Potential loss of business opportunities because of an inability to mirror the manufacturer's technology and had difficulty in capturing the critical details of the customer's orders

SolveIT's Solution:

- Challenging to implement CustomView™ Virtual Proof module in FireStoreOnline's template-driven framework
- Devised a strategy to enable FireStoreOnline have a dynamic store front online without having to incorporate CustomView™ in the existing template-driven application
- Deployed an application that enabled Hook-Fast to share our CustomView™ Virtual Proof module to FireStoreOnline
- Sharing ensured that FireStore didn't have to make any changes to its existing template-based framework and also began providing a virtual sample of Hook-Fast's products

Business Results:

- Sales orders witnessed a spike within the first few months as customers were able to design and see their personalized badges online
- CustomView™ technology enabled FireStore to capture customer orders in its entirety
- As more orders were processed, led to additional business for FireStore and in turn Hook-Fast

At If you think SolveIT can assist you in anyway possible, Visit us (www.solveitcorp.com).