



Webgility helps this small-town mountain bike clothing company climb to higher profits

A Webgility Case Study

Club Ride Apparel manufactures and sells multi-use mountain bike clothing and gear that is both technical and stylish. Founded in 2008 by Mike Herlinger, Club Ride Apparel takes pride in pioneering new features and designs, continually improving every aspect of the ride and the vibe. In addition to creating a laidback, western casual look that can go from trail to post-ride drinks, their aim is to make riders more visible and protect them from UV rays. Made for the fastest pro or the beginner throwing a leg over the top tube for the first time, Club Ride Apparel believes everyone deserves to enjoy the freedom of cycling. Now several years after its inception, the company has been growing steadily and blazing new trails both online and through wholesale sales.

The Industry

When Taggart Spenst came to Club Ride Apparel in 2015 as Marketing and e-Commerce Sales Manager, the company was transitioning its warehouse from Ketchum, Idaho to Reno, Nevada. That's when their third-party logistics company strongly suggested a change from QuickBooks to NetSuite and an integration with Square—no small task for a small private company operating out of a mountain town. Undaunted, Spenst traded his background in digital advertising and sales to the world of e-commerce management and end-to-end operations, knowing that significant progress would elude the company until all business systems and tools talked to one another.

C L U B Club Ride Apparel
CR Products: Mountain biking clothing and gear
R I D E Founded: 2008

Problem: Inaccurate inventory, over-selling, manual data entry between Shopify, Amazon, Square, NetSuite

Solution: Webgility integrated with NetSuite and Square, Shopify Plus

Bonus: Reconciling fees and expenses

Selling on Amazon, a Shopify store, with Square POS, and to more than 300 retailers across the United States, at first Club Ride researched the possibility of moving to a NetSuite-hosted website, but Spenst wasn't happy with the user experience or the aesthetics. At that time he also did some research into WordPress, but realized that the differences between that platform and Shopify were negligible and not really worth the effort to switch. Ready to commit to the platform for a bit longer, Club Ride upgraded to Shopify Plus in January 2017.

"I always thought that the personal level of investment at Webgility—from the CEO to customer support—was a good indicator that this integration would work."
—Taggart Spenst, Marketing and e-Commerce Sales Manager



The Challenge

Without integration between sales, NetSuite, customers, and inventory, Spenst saw the brand equity suffering. In fact, with no real-time visibility into inventory, partial fulfillment had become an issue for Club Ride. Spenst sometimes found himself explaining to customers: “I know we told you that all of the items on your order shipped, but they actually didn’t. And, actually, we aren’t going to have that product ever again.” It was a double-whammy to earning their customers’ trust—not only did Club Ride set the customers’ hopes up by telling them it had all shipped, sometimes the customer never actually received those out-of-stock items. Spenst said, “Because you’re not face-to-face in a physical store, when you lose a customer’s trust it’s really hard to get it back.” Given the size and nature of who Club Ride Apparel is as a company, Spenst knew the problem needed to be cleaned up, and fast.

Since Spenst is responsible for the entire sales funnel—from advertising all the way through to any returns—he needed a way to capture sales orders from Shopify Plus and

get those orders down to the warehouse to be fulfilled. Once fulfilled, he needed to communicate shipping and tracking numbers to their customers. Of course, he also needed to accurately and easily manage inventory between the warehouse, the website, and other sales channels.

After researching different data automation companies, like FarApp, Spenst felt they were lacking in a personal touch and that they didn’t seem truly motivated to make the Club Ride integration happen. “With FarApp, we needed to adjust our system to their software,” he recalled. “But from day one, Webgility was ready to do whatever it took for its Unify software to work for our unique company. That was the selling point for me.” Webgility sales and onboarding teams started from the ground up, understanding the needs of its 4,000+ customers and building strategic integrations with best-of-breed systems. And because Spenst knows Club Ride’s survival depends on adjusting to the ever-changing e-commerce landscape, he was certain he’d found the right company.



The Solution

Within the first month of using it, Webgility was able to sync data between the Club Ride Apparel Shopify Plus website and NetSuite, and from then on Spenst worked diligently with customer success to improve the integration and make it even better for his specific needs. Every time Spenst asked Webgility if a different feature or function could be worked in, the team said, “Let’s check,” and then worked to make his request happen. Since that personal touch was what attracted Spenst in the first place, he was pleased with the level of dedication and interest Webgility showed in making the Club Ride Apparel integration work.

Spenst remembers: “The first time I didn’t have to manually create a sales order that took me four minutes, I thought Wow, that’s cool. Then the first time I didn’t have to go in

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WITH WEBGILITY, CLUB RIDE APPAREL

- *Saves 50+ hours per month on data entry*
- *Increased order volume by 20%*
- *Processes orders in 1 hour (including pick/pack)*
- *Has accurate accounting, inventory, and shipping*

and manually retrieve a tracking ID, I was like, Hey, that’s nice. ” Now Club Ride Apparel’s data is flowing smoothly, saving them tons of time and giving Spenst visibility into the whole e-commerce sales funnel from start to finish: “To us, Webgility has offered an invaluable integration and I think that we’re at a place where it’s going to get even better from here—Webgility is a great product.”

The Results

Before Webgility, it took Club Ride Apparel at least 10 minutes per order to manually duplicate sales orders, create invoices, execute item fulfillments, and email an order. Now it all happens instantly and they don’t even touch the data, so there’s no human error. To be more specific,



Spenst took us through the full process: “Every 5 minutes, orders are automatically downloaded from Shopify Plus to Webgility. Every 10 minutes, those orders are posted from Webgility to NetSuite. Every 15 minutes, tracking numbers are retrieved and posted back to our Shopify Plus store and items are fulfilled at the warehouse.” Like many of Webgility’s customers, Club Ride Apparel sees how Unify allows them to reach more consumers and get them products faster, offering a wider variety to a larger group of people, which increases exposure and grows the company.

And how did Webgility solve Spenst’s tricky partial-fulfillment problem? Well, the right workflow and some simple communication is really all it takes to earn customer trust: Webgility looks at what items were actually fulfilled in NetSuite, and then it only fulfills those items in Shopify Plus. From the consumer’s perspective, they know exactly what items shipped. And from Spenst’s perspective, he only has to look in Shopify to see if there are any items that didn’t actually ship.

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In e-commerce, you only get one shot to make a first impression and show who you are as a brand. In an industry where Amazon sets a high bar on shipping, returns, and service, it’s in the interest of independent retailers to live up to that standard. For Spenst, knowing the sales process and fulfillment workflow of his consumers before they shop has been crucial to improving their experience and earning their trust. With Webgility in his toolkit, he sees incredible opportunity on the trail ahead. “We’ve accomplished a lot in a year, and as sales continue to grow, it’s a momentum game. We’ve got a good foundation, now we’ve just got to keep building—it’ll be fun!”

“From day one, Webgility was ready to do whatever it took for Webgility to work for our company.”



WEBGILITY

(877) 753-5373

sales@webgility.com

www.webgility.com



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