

Client Success Story

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NetSuite eCommerce Down on the Pharm

The Setting

In response to overwhelmingly positive clinical results, CherryPharm was ready to launch a national TV campaign to bring their FDA-endorsed, all-natural cherry juice to the attentions of millions of North Americans. The commercials would drive thousands of new visitors and orders through their website and web store.



CherryPharm needed a compelling online shopping and customer service experience their current web solution could not deliver. The new site would serve as the central information hub for CherryPharm's products and the primary point of sale and customer service.

Orders would need to be processed and fulfilled quickly to ensure customer satisfaction. The web store needed to integrate with NetSuite to make order automation possible. Additionally, CherryPharm needed to create a solution to manage their unique subscription fulfillment requirements, calling for advanced NetSuite customization expertise.

CherryPharm chose Trajectory as its NetSuite partner based on our expertise and experience. With less than 10 weeks to build the NetSuite eCommerce solution, CherryPharm looked to Trajectory to ensure the project was on-time and successful.

The Solution

In the first few days of the project, Trajectory gathered information, developed a project plan and completed a comprehensive Project Blueprint. CherryPharm's quick review and approval laid the groundwork for fast project completion.

Moving forward, Trajectory's transparent planning and communication with CherryPharm allowed us to develop a highly-customized and integrated eCommerce solution in less than 8 weeks. Trajectory's project manager called on diverse company resources and skill sets to consolidate CherryPharm's legacy technologies into one integrated solution to provide a superb user experience across multiple touch points.

More than just a NetSuite web store, CherryPharm needed a truly compelling online customer experience. This required creative solutions like:

- An integrated shopping experience on NetSuite's eCommerce platform.
- Subscription management for CherryPharm customers to create, pause and resume in real-time
- Streamlined NetSuite order management and fulfillment.
- Addition of various web marketing tools, such as Facebook, to the site.

The Outcome

Trajectory's website and web store for CherryPharm leveraged all NetSuite's eCommerce capabilities to ensure no functionality was lost in the transition and all aspects of the customer experience were enhanced. The result was a NetSuite-centric, fully integrated eCommerce and CRM platform for CherryPharm's marketing, sales and fulfillment operations. Orders and subscriptions flowed directly from the web store into NetSuite, triggering automated order processing and ensuring order fulfillment kept up with demand.

The fully-integrated website and web store enhanced CherryPharm's customer visibility. CherryPharm now had more information about their visitors and customers, allowing them to conduct intelligent direct marketing campaigns, again leveraging NetSuite.



Beyond creating a more engaging and effective eCommerce experience for CherryPharm customers and prospects, Trajectory's solution brought secondary benefits to CherryPharm, including:

- Savings of 30+ hours per week normally devoted to reconciling orders between their legacy order entry portal, shopping cart and Netsuite.
- The elimination of human error in the order management process.
- CMS functionality for their website and web store, allowing for faster and easier updates.

CherryPharm continues to partner with Trajectory for NetSuite support and optimization.

In Our Client's Words

"In evaluating our needs and options for this project, no other partner communicated or demonstrated their understanding of the project as well as Trajectory, and they continue to excel at this. Trajectory's team listened to our goals, incorporated our feedback and executed the work with a high level of urgency to meet our deadlines, and the expertise to meet our needs."

"Working with Trajectory has changed our expectations for what we expect from our consulting partners. The bar is now very high."

"With the initial project complete, having access to our Trajectory consultant on-demand is beyond valuable. Not only do we continue to depend on Trajectory's expertise and insight to continually improve and optimize our eCommerce strategy, we benefit from the retained knowledge from earlier projects by having a member of our original team continue to work with us."

Andy Prior, Director of eCommerce, CherryPharm Inc.

Netsuite Success, period.

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