E-Commerce Dev for Kitchen Appliance Manufacturer

PROJECT DETAILS

A E-commerce Development

B Jun. 2019 - Ongoing

C $50,000 to $199,999

D
   "They're really thorough and have good questions."

PROJECT SUMMARY

Glajumedia manages the entire e-commerce platform on the front- and backend and made the client's website ADA compliant. They've implemented over 20 different pixels, tags, and customizations.

PROJECT FEEDBACK

Glajumedia contributed to a 400% increase in throughput and was able to maintain this velocity. They were instrumental in the client reaching record sales in the last year. Throughout the process, they remain available and responsive.
They're communicative and ask great questions.

The Client

Introduce your business and what you do there.

I'm the director of business technology for a leading small kitchen appliance manufacturer.

The Challenge

What challenge were you trying to address with Glajumedia?

Our company went to a fully outsourced model and we needed them to manage our entire e-commerce business, including the front- and backend of the platform.

E   Director of Business Tech, Kitchen Appliance Manufacturer

G   Consumer products

H   51-200 Employees

F   Los Angeles, California

CLIENT RATING

5.0

Overall Score
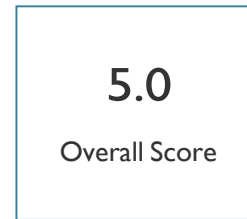
Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

What was the scope of their involvement?

Originally, they worked on the frontend of our e-commerce site. In light of the ADA (Americans with Disabilities Act), we hired them to make our site disability compliant. They've handled everything from server configurations to SEO work. They are experts with using WooComerce, Google Input Tools, and Google Tag Manager. Recently, they implemented over 20 different pixels, tags, and customizations that our third-party vendors have requested.

What is the team composition?

We work with 5-6 people.

How did you come to work with Glajumedia?

One of my colleagues worked with them at another company and when we realized we needed additional resources, we reached out.

How much have you invested with them?

We budget over $100,000 annually with them.

What is the status of this engagement?

They were already with the company when I joined, but I started in September 2019 and that is when I began working with them. The collaboration is still ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Once Glajumedia became the main developers for the e-commerce site, we immediately recognized a 400% increase in throughput in our sprints compared to our previous in-house team, so we're getting much more done with their support. We have reached record sales in the past quarter.

How did Glajumedia perform from a project management standpoint?

They have been able to maintain the increase in the velocity of each sprint and at the same time tackling daily fires. They are very responsive; we use Slack as our primary method of communicating. We have daily stand up on the phone where we cover everything.

They're really thorough and have good questions. They are always quick to troubleshoot any technical issues that come up. If we have any missing information in our tickets, they are quick to point that out.

Always flexible, Glajumedia has been adaptable to any last-minute shift in business priorities. We have had a lot of configurations and they have been available 24/7. We have had launches in the middle of the night and on weekends and they have continued to be accommodating to all of our needs.

What did you find most impressive about them?

Their ability to get so much accomplished so quickly in a two-week sprint compared to the old team is really impressive. We have been able to test many new marketing campaigns and implement new vendors because of it. I am excited to continue our relationship.

Are there any areas they could improve?

I can't say we've had any hiccups. It has been a great working relationship.