



CASE STUDY

Arklu (Lottie Dolls)

<https://www.lottie.com>





About Arklu

Arklu was formed in December 2010 by Lucie Follett and Ian Harkin; their first product being a Kate Middleton inspired doll see www.princesscatherinedoll.com they followed up a few months later with a double pack of Kate and William (the 'Royal Wedding dolls') and again it was a tremendous success. Arklu voluntary donated 50p and £1p respectively from each sale to Help for Heroes and to the RNLI.


Company Believes In




 Addressing positive body image awareness


 Highlighting the impact of bullying


 Encourage participation in STEAM subjects

 Promoting reading amongst kids

 Promoting gender equality








 Actively demonstrating to all kids that they can achieve anything they set out to accomplish

 Encouraging kids to get outdoors and keep healthy

 Having crowd-sourced child inspired product at the core of our development

Challenges

Arklu approached WebBee as they were looking for a solution in NetSuite & Shopify can be integrated and provides a user-friendly pathway for:

-  Inventory should be centralized across warehouses & it should be managed from one system
-  There was inaccuracy in order, customer, inventory and product data.
-  Wanted a clear visibility of customer purchasing history & buying behavior.
-  Timely order fulfillment and delivery
-  Looking for Fast Order Transfer
-  They were looking for a solution through which orders can be mapped from NetSuite to Shopify
-  They were not able to manage the inventory
-  Data were managed manually which were causing lots of inaccuracy.

WebBee assessed all the challenges very carefully & developed an app that not only covers all the challenges faced by Arklu but it covers other features too the app came to be known as Robust NetSuite Integrator.

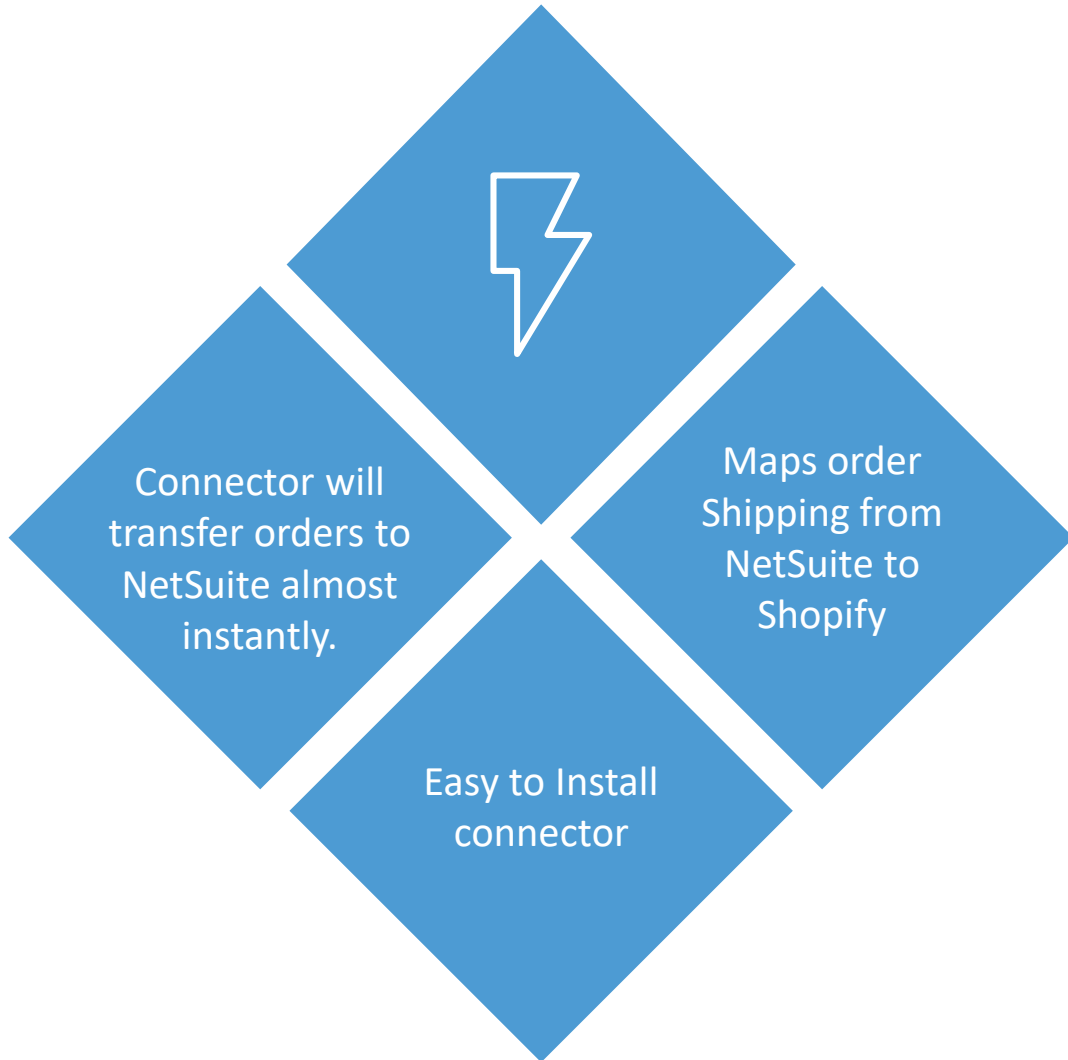
Solution

WebBee deeply went through all the pain points and challenges which the Arklu was going through and understood the importance of coming up with the solutions in which Inventory should be centralized across warehouses & it should be managed from one system.

In addition to the standard connecting of NetSuite to Shopify, WebBee also make it sure that there should not be any inaccuracy in order, customer records, overall inventory and overall product data. Thus, it was necessary that a clear visible record of customer purchasing history & buying behavior should be recorded and mapped.

Thus after analyzing all the challenges of Arklu, WebBee came up with Robust NetSuite Integrator which not only sorted out all the challenges or pain points of Arklu but it also acted as a blessing for them, which provided additional benefits too.

Advantages of Using Robust NetSuite Integrator



By Automating the transactions between the Shopify web store and NetSuite, the app allows to operate more efficiently.



Now don't have to worry about inaccurate order, customer, and item data across systems. Advanced logistics capabilities like intelligent procurement become possible.



WebBee App Integration saves time and money, so that the Arklu can focus on what really matters – yes, that's customers.

Benefits for Using Robust NetSuite Integrator

It centralized the inventory across warehouses and manages it all from one system.

Purely eliminates the hassle of inaccurate order, customer, inventory and product data.

360 Degree visibility into customer purchasing history and buying behavior, directly from the NetSuite account.

Streamlines fulfillment and provides excellent customer service via timely order fulfillment and delivery.

Unlike our competitor offerings, our NetSuite to Shopify integrator offers a simple pricing model with no hidden charges.

THANK YOU

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