



Happen Business Case Study

Jim2Commerce The Boss Shop



CHANGE CATALYST: MEET THEIR CUSTOMER NEEDS ONLINE 24/7
INDUSTRY: INDUSTRIAL SUPPLIES
SOLUTION: JIM2COMMERCE AND JIM2CLOUD
JIM2® EDITION: PREMIUM EDITION, JIM2 MOBILE, RETAIL
WEBSITE: WWW.THEBOSSHOP.COM.AU

"The Boss Shop uses Jim2Commerce to streamline our online operations, making it easier for our customers to browse, and receive our products. The seamless connection between our website and Jim2 enhances our digital presence by improving our customer experience and ultimately drive more sales."

TRAVIS CROWTHER
 MANAGING DIRECTOR
 THE BOSS SHOP

Since 1991, The Boss Shop has grown to include a warehouse, a showroom, and more recently they expanded to an online store. As they sell a vast range of industrial supplies, it is vital for customers to view their previous sales history, as well as being able to place orders 24/7. The Boss Shop has a reputation for going above and beyond by providing excellent customer service to businesses in the regional farming, mining, manufacturing and engineering industries.

Based in Mount Isa in Far North Queensland, The Boss Shop needed to meet their customers' requirements and wanted a single solution to power their online store portal. This solution needed to be seamless, provide instant data, and be easy to administrate. While implementing Jim2 Business Engine ERP software, The Boss Shop management had decided that Jim2Commerce would be their chosen solution.

"By integrating Jim2 Commerce with our website, we can streamline our online operations, making it easier for customers to browse, order and receive our products. This seamless connection will help us enhance our digital presence, improve customer experience, and ultimately drive more sales," says Travis Crowther, Managing Director at The Boss Shop.

With the substantial number of products carried by The Boss Shop, they needed a robust and easy-to-use software solution that could keep track of the 19,500 individual SKU's. Using both Jim2 Business Engine and Jim2Commerce has led to more productivity. Travis comments, "Jim2's real-time data access and unified system have allowed us to provide a more responsive and personalided service to our online customers. Faster order processing, accurate inventory management, and timely updates have all contributed to higher customer satisfaction and repeat business."

This has impacted The Boss Shops' bottom line with Jim2 having saved The Boss Shop approximately \$70,000 annually. The automation and efficiency gains have allowed their leaner team to focus on higher-value activities, contributing to a 10% increase in sales.

The Boss Shop can protect its margins by immediately identifying vendor pricing updates which are automatically uploaded to Jim2



Designed, Developed & Supported in Australia,
 Jim2® Business Engine is a complete business
 solution to manage every aspect of your
 workflow cycle and solves the growing pains of
 small to midsize enterprises.

"By synchronising inventory and orders in real time, we maintain accurate stock levels and ensure our online store is always up to date. This seamless integration reduces the risk of overselling, and enhances the overall shopping experience for our customers. With Jim2Commerce being able to connect into eBay and Google Merchant Centre, we are more visible on these sales platforms.=."

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without manual intervention. Jim2Commerce is able to display product specifications, images and size charts to customers without the need for further effort by the customer – the information is easily available in one place. By not having to duplicate information across multiple platforms there is no need to spend time fixing manually entered errors or uploading vendor catalogues behind the scenes.

Travis states "The automation features of Jim2 have significantly reduced the time spent on manual tasks such as pricing updates and order processing. With these tasks automated, our team can focus more on engaging with customers and optimising our online sales strategies. This shift has led to a noticeable increase in our online sales performance".

Since taking The Boss Shop online, they have been able to provide better product visibility to their customers and gained access other eCommerce platforms. Travis says, "By synchronising inventory and orders in real time, we maintain accurate stock levels and ensure our online store is always up to date. This seamless integration reduces the risk of overselling and enhances our customers' overall shopping experience. With Jim2Commerce being able to connect to eBay and Google Merchant Centre, we are more visible on these sales platforms".

Travis concludes with, "My only regret is that I didn't make the switch to Jim2Commerce sooner. The positive impact on our business has been clear from day one, and it's truly been a game-changer for us".

Key Benefits

- Increase in sales by 10%
- Improved stock management
- Integration to other eCommerce platforms
- Better customer satisfaction and service



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