



BIC Bands

BigCommerce Design and Implementation

Client Review



BIC Bands is a consumer products company focused on selling sportswear accessories for professional and recreational athletes. Due to limited internal capabilities, the client sought a qualified technology partner to design, develop, and deploy their new e-commerce website. Meticulosity was one of a handful of vendors to be evaluated by the client. Once commissioned, Meticulosity assumed responsibility for the client's Bigcommerce implementation and site relaunch.

Learn how we helped.



Any company that works with Meticulosity should be open to a very collaborative approach, and be willing to offer them ideas. They aren't a plug-and-chug type development shop. They excel at using the client's deep knowledge to enhance the process and design something that fits the client's vision.

Sandy Pearson, Owner | BIC Bands



Background

Could you describe your organization?

This is a woman's athletic accessories company. We have a product that I created and have a website that manages the bulk of our sales. It's an e-commerce site, and we reach out to athletic-minded women.

What is your position?

I'm the owner and founder.

Opportunity/Challenge

Could you describe the business challenges that you were attempting to address when you first approached Meticulosity?

I was looking for a qualified partner that could revamp our entire online presence. We had an old, cookie-cutter website from the get-go that worked fine, but we wanted to take our business to the next level. In order to do that, we were looking for someone who could provide a clean, professional website, who would be attentive to my needs, and who could understand working with a small business owner. It was important that this developer be able to understand our unique challenges, and design a site that accurately conveyed our valuable products.

Solution

What was the scope of their involvement?

We had a couple different platforms that we were considering, and they helped us narrow down that list to what would be best suited for our company and long-term goals. We ended up building our site with Bigcommerce. Meticulosity did the entire design, and they migrated everything from our previous site to the new site. They implemented all of the custom functionalities, too. Once the site was ready, they began helping us with online marketing. We established a legitimate social media

presence and began working on content development so we could increase exposure of the new site. They've really been fantastic with the whole deployment.

How did you select Meticulosity as your partner?

We found them online through some basic research. I came up with a short list of what I thought would be the best candidates and then interviewed multiple companies. I was looking for someone that could provide a website that looks professional, not cookie-cutter looking. I wanted a custom site that reflected the true value of our products and brand. I wanted something that was unique to us, and someone who would listen to my needs. I spent a long time really investigating each company to figure out what their skill sets were and how they would approach the project. Based on these interviews, it was Meticulosity that I felt most confident in.

When was the site launched?

The new website was launched in March of 2013.

Results and Feedback

In terms of results, could you share any statistics, metrics, or user feedback that would demonstrate the quality of their performance?

The feedback we've gotten has been that the site is very professional, clean, and easy to maneuver. Usability was a key factor when we built the site, so the feedback we've received means quite a bit in terms of successfully designing a user-friendly site. Our leads and sales have also increased fairly dramatically, especially within the first few months of launch.

When working with Meticulosity, is there anything that you would consider special or unique about their approach that distinguishes them from other vendors?

We're extremely pleased with every aspect of working with them. The project itself and how they managed the workload and prioritized unforeseen issues was great. The site is better than I had originally expected. There were a couple times where products didn't make it over from the old site, and they were extremely responsive

when we contacted them to have it fixed. They spent hours working to fix it. We were really impressed with their level of support.

Website design is like a foreign language to me, and they really kept me involved on that side of it, walked me through what was going on, answered my questions, and provided information that I wasn't even aware I needed to know. I loved how they provided multiple site previews, and then we worked together to perfect it. They really understood our mindset.

In retrospect, are there areas in which you think they could improve as a service provider?

No. We were thoroughly pleased with the entire process.

What advice, if any, would you give future clients of theirs?

Any company that works with Meticulosity should be open to a very collaborative process, and be willing to offer them ideas. They aren't a plug-and-chug type development shop. They come to the table with ideas, sure, but they really excel at using the client's deep knowledge to enhance the process and design something that fits the client's vision.