



# California Closets

Enterprise WordPress Design and Development

Client Review

## CALIFORNIA CLOSETS®

For more than three decades California Closets has built a reputation as a leader in premium and luxury space-management, delivering truly custom products and unparalleled service. They have 120 showrooms and 800+ designers across the United States, Canada, Mexico, Puerto Rico, and the Dominican Republic.

**Learn how we helped.**



Everyone on the marketing team that I work with, from my digital director and my creative team, loves them. It might just be because of where we came from, but everyone is singing their praises. We love working with them.

Tammy Marchi, Website Manager | California Closets



## Background

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Could you briefly describe your organization?

We are California Closets. I'm the website manager, responsible for making sure that the website stays functional and products and content are kept up-to-date.

## Opportunity/Challenge

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Could you describe the business challenge that you were trying to address when you first approached Meticulosity?

We were having issues with sloppy code and projects not being completed on time from our current development team, which was an outside agency. When things were pushed to production, it wasn't working in the way that they were supposed to. We were looking for a responsible developer who could deliver stuff on time, within budget, and that everyone – from the creative team to the franchises that we serve – would be happy with.

## Solution

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Could you describe the scope of their involvement in greater detail?

Because we just started our relationship with Meticulosity, they've been helping to go back and clean up the messy code from what was there before. We're in the scoping phases of launching a second website for our Canadian franchises, and they're going to be doing top to bottom development work for that. It's a lead generation site, so we're trying to get those leads in the door so that our franchisees can go out. Part of that project is also rebuilding the backend CMS [content management system] in a completely new way that would let us be more flexible and have the ability to not rely on development so much. Right now, we need a template that we have to code the development to build it out. Doing this will give us the ability to be nimbler to update and create so that we can move on to bigger and better projects as opposed to constantly building out these templates. We have one project manager and four dedicated developers.

How did you select Meticulosity as your partner?

I had worked with Meticulosity in the past when I was an e-commerce manager at Ghirardelli in 2008-2009 and knew the work the company could do. I reached out to them to see if they could help.

## Results and Feedback

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Could you share any evidence that would demonstrate the productivity, quality of work, or the impact of the engagement?

We always had a very long lead time with the previous agency with deliverables that wouldn't look the way we originally specified or wouldn't function the way we expected it to. With Meticulosity, I give them the stuff and, depending on the size of the project, they always deliver it sooner than I ever expect it.

How did Meticulosity perform from a project management standpoint?

They always exceed expectations in every way. If there's something that I expect to take 60 days, I'll get it in half that time. It's been a great experience, and I love working with them.

What did you most appreciate about Meticulosity?

Everyone on the marketing team that I work with, from my digital director and my creative team, loves them. It might just be because of where we came from, but everyone is singing their praises. We love working with them.

Are there any areas Meticulosity could improve?

Not that I've come across so far.