Trophies2Go

## Custom Magento Design and Development

Client Review

TROPHIES2GO

Trophies2Go is an online retailer specializing in corporate awards and sports trophies. Due to limited internal capabilities, the client sought a qualified technology partner to help them re-platform and redesign their primary website. Once commissioned, Meticulosity assumed responsibility for the client's full-scale Magento implementation.

Learn how we helped.

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Jeff Anderson, President and CEO | Trophies2Go
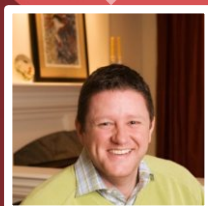
Background

Could you briefly describe your organization?

Trophies2Go is an online retailer of awards. We also have a brick-and-mortar store. We have two different locations in the Seattle area: one is a production facility and the other is a retail storefront and corporate office. We sell awards to companies and youth sports teams, so half of our business is community sports related, and the other half is corporate. Primarily, our sales come from online, but somewhere around 25 percent of our business is attributable to our local area.

What is your position?

I'm the president and chief executive officer.

Opportunity/Challenge

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

The main issue with our pervious platform, called CORESense, was that we've had it more than 10 years. We had created an extremely customized system that was very difficult to change without significant IT [information technology] investment. The whole site was created using custom code. We needed something more up to date visually, but also more effective in the back office, for us to scale with and expand in the future. We ended up going with the Magento platform because it's open source. We were with CORESense for so long that it seemed like there weren't a lot of options in terms of support. With Magneto there is a huge developer community, and I don't have to be stuck with one particular company through the long haul.

Solution

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

Because they had also done work with CORESense in the past, they knew where we were coming from, which helped in the discovery phase and allowed us to concentrate on how we could move forward. The process was very collaborative between us and them. They were the ones responsible for the whole build and deployment. We managed their resources directly, but they came up with the wireframes and theming work, and then they custom coding the back-end.

How did you select Meticulosity as your partner?

I've worked with them on graphics during the last few years, with updates for our old site. It was just a natural conversation we had that developed into what it would look like if we changed platforms and moved on. From there, it became more of a spec document, and the thought process developed from there.

When was this project finished?

The site launched October 1, [2014]. The engagement lasted nine months, but that was mainly due to some of the back-end work that needed to be done by us.

Results and Feedback

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

Our e-commerce conversion rate went up dramatically, I would say more than 50 percent. It was terrible in the past, but it's improved that much. The bounce rate decreased by 10 percent. There are more pages per visit, and customers were on our site longer, on average, by more than a minute. All four of those in combination, I think, speak volumes about what we've done. Not to mention the fact that they were a blast to work with. We didn't have any unresolved issues with our deployment.

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

I remain extremely satisfied with them. There were issues, but their resolve to get issues fixed as rapidly as possible was great. Often there was challenging work, or things weren't going as planned, which costs time, but it's more like it's unforeseen items that were out of scope. Even though we got to the final goal correctly, there were things outside of scope that I injected and the price remained constant. They didn't ask for more money, and I think that speaks volume for their integrity.

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

Probably asking more questions in the beginning. I wish we would have done more planning for the unknown, versus thinking we had everything from the beginning. We didn't give ourselves the mental runway to have time overages. We probably could have avoided those dilemmas if we had spent a little more time on scenario planning.