



RAY O’HERRON E-COMMERCE DEVELOPMENT

ABOUT:

Ray O’Herron supplies the best gear and equipment to different safety and security services departments such as Police, Fire, and Rescue, and EMS. The equipment and gear include helmets, boots, uniforms, flashlights, tools,

CHALLENGES:

The client had a website built on Magento e-commerce platform with numerous customizations that led to higher maintenance overheads and a poor user experience.

The client could not realize their vision of expanding the e-commerce store with multiple departments and custom product solutions.

After struggling with two other vendors who failed to deliver the product as envisioned, O’Herron approached NetElixir. At first, the client just wanted SEO services, but ultimately a complete overhaul of the website was necessary to make the store manageable.

PROCESS:

After careful evaluation of the client requirements and through leveraging the expertise of the NetElixir Team, the Ray O’Herron store was conceptualized and implemented on MIVA’s e-commerce platform.

Through constant communication with the MIVA team and other integration partners, we worked out multiple challenges and created a solution tailored to the client.

We prioritized certain features for the initial build based on historical learnings from the client and NetElixir’s experience, holding periodic reviews with all stakeholders to ensure everyone was on board.

SOLUTION:

Based on our 17+ years of experience, NetElixir was instrumental in identifying the challenges on the current site, conceptualizing the new brand, and recommending **MIVA** as the e-commerce platform of choice. MIVA’s flexible and adaptable platform could fully accommodate the client’s requirements.

To complete such a complex site, the core functionality essentials were rolled out first. We incrementally implemented secondary features the client preferred through continuous refinement of the e-commerce store.

NetElixir’s integrated approach meant that the website was built optimized for SEO, set up for Google and Facebook advertising with Ready Product Shopping feeds, linked with Google Analytics Conversion Tracking Setup and Analysis, and ultimately driven by customer profile insights.

KEY PROJECT CHALLENGES

The client needed to set up departmental portals to cater to the needs of different services.	▶ Simplified customer experience for the Department Portals and Form Submissions. Setup of Department Portal for Business Accounts with specific product categories and discounts.
Integration with the Sage ERP.	▶ Collaborated with the ERP (Sage) Integration Team to ensure a comprehensive solution through MIVA.
Feature Limitations like Product Search and Comparison.	▶ Recommended and leveraged the third-party expertise of SearchSpring to provide an easy solution within the scheduled time and budget.
Integration with Custom Logo Design Services.	▶ Collaborated with different stakeholders for seamless integration of the e-commerce store with Badge Builders (Department Logo Design).
Seamless Customer Experience.	▶ Ray O’Herron’s customers are from different branches of service, like Fire, Police, etc. We created a setup for easy navigation of products based on officer ranks.
Product Customization and Pricing.	▶ Set up the product customization and pricing based on product variants like size, optional logo design, etc.
Sensitive products could not be available for direct purchase.	▶ Implemented Form Request Submission and approval process to purchase sensitive products.

NETELIXIR FOCUSED SOLUTIONS



INDUSTRY: Firearms and Accessories



The NetElixir team was a pleasure, they were very experienced and professional. I would recommend them to anyone having the same difficulties with their current web team.

Chris O'Herron
Company owner

SERVICES

- MarTech
- Social Media
- Paid Search
- Analytics
- Amazon
- SEO