



UNCLE DAN'S OUTFITTERS PROVIDES OMNICHANNEL EXPERIENCE TO ITS CUSTOMERS

Uncle Dan's Outfitters is an outdoor retailer that sells clothing, footwear, accessories, and gear. By partnering with the best brands in the industry to create a unique collection each season, Uncle Dan's Outfitters is the place to help outfit you and your family for all of life's adventures.

Challenge

Uncle Dan's Outfitters wanted to let its webstore customers view the availability of specific products in its local brick and mortar stores. Their legacy system did not allow webstore customers to see if items they wanted were readily available in the company's stores. Uncle Dan's Outfitters also wanted to provide webstore customers the option to choose a preferred store location to pick up their items and avoid shipping charges.

Solution

NetScore created a template and wrote a custom script to display the item availability in the local stores for the customer on the product detail page. NetScore developed a custom shipping item called 'Pick Up From Store' on the checkout page

and wrote a script that triggers a notification email to the storekeeper notifying them about the order request details.

Benefits

Improved Customer Experience

Using NetScore's customization, Uncle Dan's Outfitters can provide flexible shopping options to its customers. Today, Uncle Dan's can offer multiple touch points to make a purchase.

Lower Costs

Due to the automated process in the webstore, Uncle Dan's Outfitters reduced its customer support staff and cut costs without compromising the customer experience.

**UNCLE DAN'S
OUTFITTERS**
EST. 1972

Customer

Uncle Dan's Outfitters

www.udans.com

Chicago, Illinois

Industry: Retail

Project Type: ERP Customization

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