

topricin.com

**A SIMPLIFIED,
USER-FRIENDLY ONLINE
STORE EXPERIENCE
CONTRIBUTES TO
CUSTOMER SERVICE
IMPROVEMENTS AT
TOPICAL BIOMEDICS**

THE CHALLENGE

Topical BioMedics, based in Rhinebeck, New York, are formulators of **Topricin®**, a non-prescriptive medicine for pain relief. **Topical BioMedics** had an existing online store with limited customer account functionality and design capabilities. The system was not user-friendly, and customers had a difficult time ordering online, ultimately placing orders over the phone and defeating the purpose of having an eCommerce site in place. Customers complained of issues around managing their accounts, such as not being able to reset their passwords. From a design perspective, the previous site's look and feel did not reflect **Topical BioMedics**'s branding, and they were not able to update or freshen it up due to limitations in the software.

The company decided that an upgrade to their existing system was not a viable solution and started researching other eCommerce systems on the market that would meet their requirements, which included finding an integrated eCommerce solution to work with their existing SAP Business One ERP system.



THE SOLUTION

In 2015, the company put a project team in place and found **k-eCommerce** on the web. They liked the information presented online and requested a demonstration. The team found that **k-eCommerce**'s basic package offered the functionality they needed and met the criteria of being fully integrated to **SAP Business One**. Some of the unique elements of the **k-eCommerce** solution are its fully responsive design and account features that offer their customers the ability to capture historical records including purchase history as well as the ability to manage profiles and invoicing online.

In July 2015, **Topical BioMedics** selected and purchased **k-eCommerce**'s Business cloud-based solution that includes additional features important to their business like file collaboration, filters, advanced search features and a custom responsive theme allowing them to brand their online store the way they envisioned.

The team at **Topical BioMedics** was able to use the standard features included within the solution as well as adapt it to their needs. They worked with **k-eCommerce** on minor enhancements such as updates to the Store Locator module, customizing the look and feel of the page, while offering a larger number of store and distributor locations for customers to choose from, up to forty by geographical location.

"k-eCommerce has a solid product that includes all of the functionality we were seeking, 'out of the box,' with minor customizations required." Says Michelle Fuoco, Director of Finance and General Manager at Topical BioMedics. "We loved the fresh and modern templates offered, the import and export features and customer grouping capabilities for mass changes, and the user-friendly design."

THE RESULTS

The **topricin.com** B2B and B2C website went live on December 9, 2015, providing both online ordering for their wholesale network as well as a web store for end users. One year after implementing **k-eCommerce** and putting the site into production, the company reported a 22% increase in web orders and a 14% increase in average order value in 2016. These improvements have contributed to **Topical BioMedics'** continued success, online sales growth objectives, and a reduction in overhead costs.

"k-eCommerce not only keeps up with best practices and current trends but provides subject matter expertise in the eCommerce area. We were able to discuss eCommerce best practices with our project team, and come up with new ways to do business using the k-eCommerce solution's flexible functionality, creating a web store that is perfectly suited for our business and customer base." Michelle Fuoco, Topical BioMedics.