

Company: NyciWear
Location: New York City
Business founded: 2006
Began working with Zoovy: 2008

The main problem we faced before Zoovy...

NyciWear began as an Ebay business. Back then, we used Endicia, but we quickly discovered that making labels was a huge headache. We spent a tremendous amount of time cutting and pasting, and that often led to errors. To reduce those errors, we had to check and double-check everything, but that was time consuming. Another problem: There was a function to send e-mails, but since it required a desktop mail program, we never used it.

How Zoovy helped...

Thankfully, our days of cutting and pasting are over. By integrating the Zoovy platform with Endicia, e-mails, tracking and shipping-price posts are now done automatically. It's a huge time saver, and it also reduces errors.

Specific advantages include:

- Zoovy pulls in my rate rather than the retail rate, so it's clear what I'm paying. And the overall process is faster.
- Shipping dates and tracking information are displayed instantly. In the past, I had to log on to several sites to calculate shipping costs. This is much more efficient.
- Reports are user-friendly, and the data is organized in any way that I need it. For instance, I can view total shipping for a specific period, or I can just look at individual orders. Having this information at my fingertips allows me to use shipping incentives and save money.
- The integration of Zoovy with Endicia makes it simple to print labels in large numbers, and all the information is posted back. That's another huge time saver.

Growing my business ...

Thanks to Zoovy, I'm currently in the process of an exciting redesign that will make nyciwear.com more functional and more attractive. With Zoovy's guidance, I'm also launching a niche site called deliciousfashions.com for my design apparel line. I'm confident that this will enhance the user experience for both the new site and NyciWear. Among the improvements Zoovy is making is integrating an advanced search feature that will help customers find specific sunglasses more easily.

Increased sales...

Since I began working with Zoovy, I've increased revenue by 50 percent. That's no coincidence. Zoovy made it possible for me to list on eBay using their technology, which helped me save time and broadened my reach by increasing the visibility of my products on comparison-shopping sites and in other marketing places. Now, the reports I get from Zoovy make it easy to determine where I can most effectively invest my money. And the expanded visibility of my products has been a huge factor in my revenue growth.

The Zoovy bottom line ...

Zoovy's turnkey multi-channel solution gives my business great flexibility in up-selling products, and it has dramatically increased sales. Without Zoovy, my business wouldn't be nearly as successful as it is today.