

## Case Study Customer: Great Looks

### Problem

Their previous ecommerce service had a big problem with reliability and customer service. It also didn't allow Greatlookz.com to build a functional website with the products created to launch auctions.

### Solution

Zoovy provided reliable software that allows Greatlookz.com to create multiple websites that are good looking and functional. Zoovy also provided friendly customer service and the back end used to ship and service orders easily.

### Using Zoovy

From selling a fluttering butterfly hairclip on eBay out of her living room to working out of a 12,000 square foot warehouse, this online entrepreneur knows what it takes to succeed.

Marion Kiesling, owner of Greatlookz.com, started selling fun and unique accessories on online auctions in April of 2000. "I was looking for products that I could sell over and over again and that would be easy to ship," said Marion. She tried a number of marketplaces without much luck, but eventually stayed with eBay where she worked her way up to being an eBay Powerseller.

"I started with a crummy website and I was launching so many auctions a day," said Marion. Selling in volume on eBay takes a lot of time and money as she soon found out, so she tried an ecommerce service. It turned out to have a big problem with reliability and poor customer service. "They also didn't allow me to build a functional website with the products that I had created to launch auctions," said Marion.

That's when Greatlookz.com looked into Zoovy, which provided auction management and storefront management solutions. "Zoovy is reliable," expressed Marion. "The software allows me to create multiple websites that are great looking and very functional, and the back end used to ship and service orders is awesome."

GreatLookz.com  
FINE ONLINE SHOPPING



'Once I started using Zoovy, I was able to move from selling just on auctions to selling primarily from my website.'

Integrated Partners Utilized by Great Lookz

PayPal

designed for  
QuickBooks

endicia

FedEx

eBay  
certified provider  
solutions

Without any computer programming skills Marion was able to give her old website a facelift. The Zoovy software provided a number of attractive web templates that were customized to create the Greatlookz.com image. "Setting up my Zoovy store wasn't necessarily easy, you really have to know what you are doing," said Marion. "But, the training was great and the customer service representatives are very friendly and help me with any questions I have."

With the new Zoovy Greatlookz.com store, Marion didn't have to rely strictly on auctions to sell her products. Soon Greatlookz.com developed a following of its own. "I now have loyal customers who continually return to buy more. This move saved me a lot of money and my business is much easier and more efficient than ever before."

Since using Zoovy, Marion has seen her sales skyrocket. Just one site wasn't enough for her tremendous drive and motivation. Marion developed an entire online mall, with 18 stores and a combined shopping cart. "I'm working on having three more stores up within the next month," Marion said. She sells everything from clothing and accessories to gourmet food and flowers. She recently started selling prom dresses, which have been a big hit.

Marion is now processing over 1,000 orders a month. "I never realized how much time and effort things like shipping took up," expressed Marion. "The shipping feature of Zoovy is the best thing ever. FedEx and Endicia are completely integrated with my system, and my customers are very pleased with the automated tracking emails they get."

Starting out as a retailer, Marion is now also a wholesaler, providing items in bulk for other merchants. "Zoovy allows me to print my wholesale customers' company logos and addresses on the packages I drop ship for them, which makes them and their customers very happy," said Marion.

Marion is finding that the site is very Google search friendly and she receives more than half of her traffic and sales from her organic listings. Between increased organic placement and the use of pay per click advertising, she has seen her sales go up to around 40 orders per day. "I was able to cut back to just four employees with all of the effort Zoovy saved me,"

Greatlookz.com has a growing future ahead. Marion currently has over 4,000 sku's, and she is constantly adding new products. She is now in the process of getting her products posted on Amazon, and she is working on adding more content to her websites. The future lies wide open for this growing business.



‘The software makes  
a huge difference  
now that I am selling  
in such big volume’

