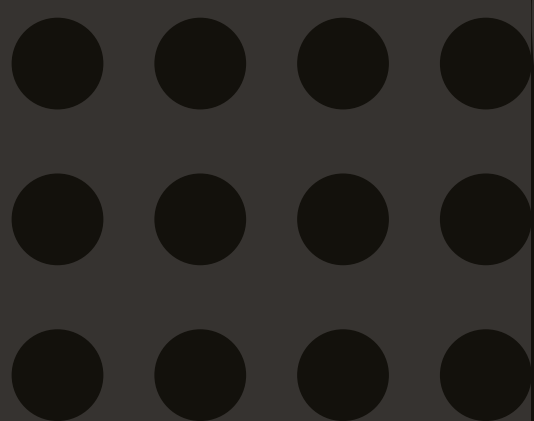


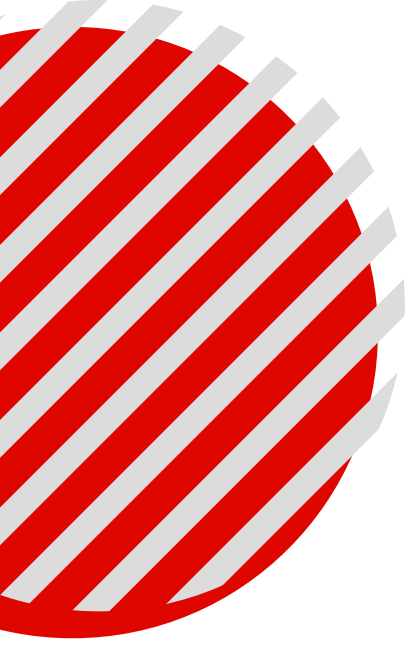


Case Study

How Pinnacle Textiles Boosted
Sales and Unburdened
Service Teams with Dynamics
GP-Integrated Ecommerce

k·ecommerce.
powered by mdm commerce





About Pinnacle Textile

[Pinnacle Textile Industries, LLC](#) is a U.S.-based uniform manufacturer and distributor with an extensive catalog of high-quality kitchen, linen, industrial, and medical merchandise. A company that's been in business for over 20 years, Pinnacle Textile serves a wide range of clients across industries, including private and public entities, ranging from linen and industrial rental to restaurants and hospitality companies.

At Pinnacle Textile, the team commits to keeping one key promise: to go above and beyond to deliver exceptional quality, selection, and value, all while providing top-notch customer service.



How It Started: Frustrated Buyers and Hesitant Ecommerce Vendors

In a reality where most shoppers prefer the speed and convenience they've come to expect from Amazon-like ecommerce experiences, the customer service quality Pinnacle Textiles prides itself on needs to be supported both online and offline.

For the team, meeting modern customer demands was a key motivation for investing in ecommerce.

Before k-ecommerce, Pinnacle Textile had a basic website, but it came with significant limitations and was built on a solution originally designed to be a credit card processor. Customers struggled with simple tasks that were full of friction, thanks to an experience that wasn't streamlined and a web layout that wasn't intuitive. For example, buyers complained they were "scrolling forever" through search results because they couldn't effectively or easily filter through them: a major issue for a business with over 15,000 SKUs to choose from.

- Frustrated shoppers were forced to order by phone or email, putting strain on Pinnacle Textile's customer service team.
- On the back-end, the team also had limited access into customer profiles and their accounts
- The sales dashboard was outdated, there was no CMS, and inventory data wasn't available in real-time, so there were always issues caused by the 24-hour lag



“We needed a better way to automate the process of shopping with us.”

Quinn Ackerman,
Website Coordinator at Pinnacle Textile

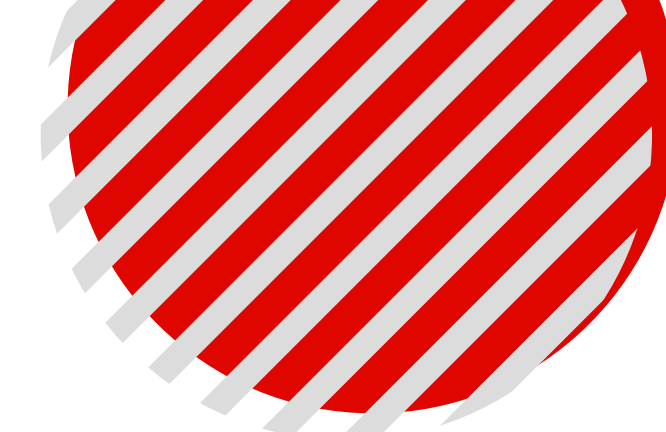


Quinn Ackerman, Website Coordinator at Pinnacle Textile explains:

“We were very aware of customers’ feedback on the website, and it really shaped our initiative to update the online shopping experience they were getting. Very simple tasks were difficult for customers to navigate, and it made their shopping experience cumbersome. We needed a better way to automate the process of shopping with us without having to pass sensitive data like payment information via phone and email, and a way to modernize the look-and-feel of a site that buyers felt was outdated.”

Like most organizations, finding an ecommerce solution that integrated with its existing tech stack was the foolproof way to succeed.

But the Pinnacle Textiles team quickly learned that many vendors shied away from the complexity that can come with a Microsoft Dynamics GP integration, and that it happens most often when you choose an ecommerce partner that lacks the right expertise.



Why k-commerce? What Stood Apart From Other Ecommerce Solutions

“*[K-commerce] delivered on the quality and reliability of the Dynamics GP integration they promised*”

Quinn Ackerman,
Website Coordinator at Pinnacle Textile

Regardless of your ERP of choice, real-time data that you can surface on your website is essential to reliably providing the kinds of information buyers want and need, like up-to-date inventory levels. Especially in situations where you have a customer on the line and you don't have time to wait for data to populate, you can't afford a lack of harmony across your systems.

But for organizations running on Dynamics GP, deciding to prioritize that integration is only the first step to success. The next is tougher: finding a solution with reliable integration with GP, from experts who truly understand the system.

Ackerman describes it like this:

“Dynamics GP is being sunsetted and there's a lack of support out there. It's expensive and too daunting a task for a small team to facilitate a migration to another ERP, so we haven't. But GP is particular, and even the way that data is stacked in GP is very specific.

It's an outdated behemoth in many ways. And a lot of companies backed away from that discussion as soon as Dynamics GP entered the conversation. K-commerce heard our needs, and didn't bat an eye at the complicated customizations we asked for — plus delivered on the quality and reliability of the Dynamics GP integration they promised.”

For Pinnacle Textiles, the biggest driver for choosing k-commerce was getting their ecommerce channel integrated with Microsoft Dynamics GP to work more efficiently, and to better serve and empower customers.

But in investing in a Dynamics GP-integrated ecommerce and payment solution with k-commerce, the team also got a bonus win: a true partner that was willing to customize and personalize the site to perfectly fit Pinnacle Textiles' needs, and a solution that didn't require coding skills for the team to be able to embrace a fresh look-and-feel to capture a new, highly visual product catalog.

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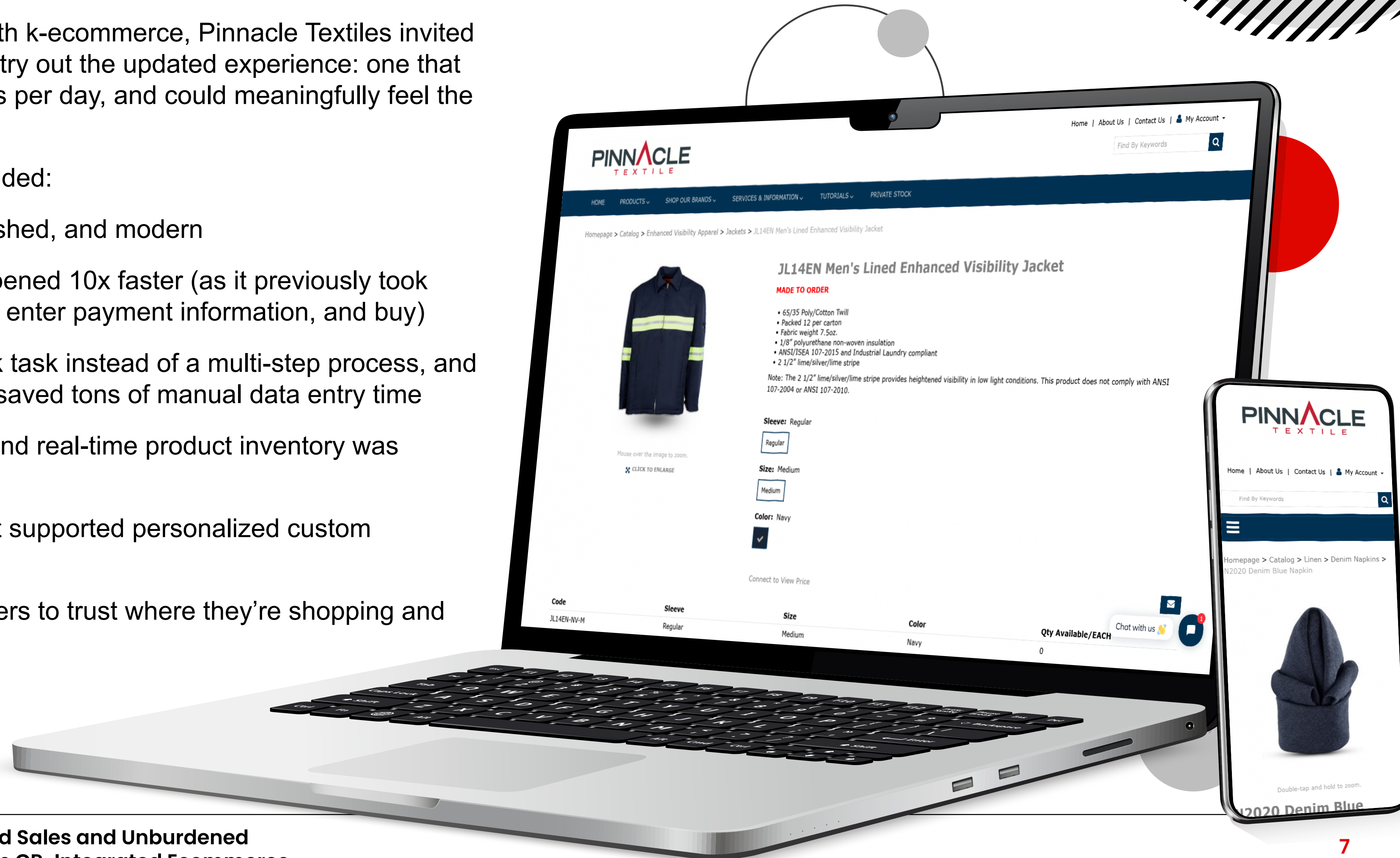


The Results: Faster Shopping, More Sales

Upon launching their new website with k-commerce, Pinnacle Textiles invited a frequent, high-volume customer to try out the updated experience: one that often placed orders up to 5 or 6 times per day, and could meaningfully feel the impact of a streamlined experience.

That customer's initial feedback included:

- That the site looked polished, refreshed, and modern
- That finding the right products happened 10x faster (as it previously took about 25 minutes to load a full cart, enter payment information, and buy)
- That reordering became a one-click task instead of a multi-step process, and that the ability to save credit cards saved tons of manual data entry time
- That site performance was faster, and real-time product inventory was available 24/7
- That checkout was not just fast, but supported personalized custom discounts
- That the site made it easier for buyers to trust where they're shopping and who they're shopping with



Since then, more and more customers have started shopping online with Pinnacle Textiles, and there's even been a chatbot functionality integrated onto the site to further emphasize the commitment to stellar customer service. As a result, the team is able to answer buyers' questions a lot faster, no matter when or how they come in.

Ackerman shares:

“Driven by both the quality of the new website, and marketing efforts launched to make customers aware of the new site, there are more previously-offline customers creating web accounts and buying online. Fewer of them need help from customer service, so often they can just fully self-serve and automate their shopping experience. Coming from a reality where we were once talking to and servicing customers directly a lot, it's a relief to be able to unburden the customer service team in this way.”

For the Pinnacle Textiles team, coming from a previous ecommerce solution without one, the CMS has also been extremely useful. It gives them the ability to test different color palettes, different looks and feels, and to test code and play with fresh ideas. And the sales dashboard is invaluable for analytics.

But beyond making the experience stronger for buyers and sellers alike, there has also been a significant impact on sales, which started the moment of launch.

“Every month since, we've been up \$10k in sales compared to the same period last year.”

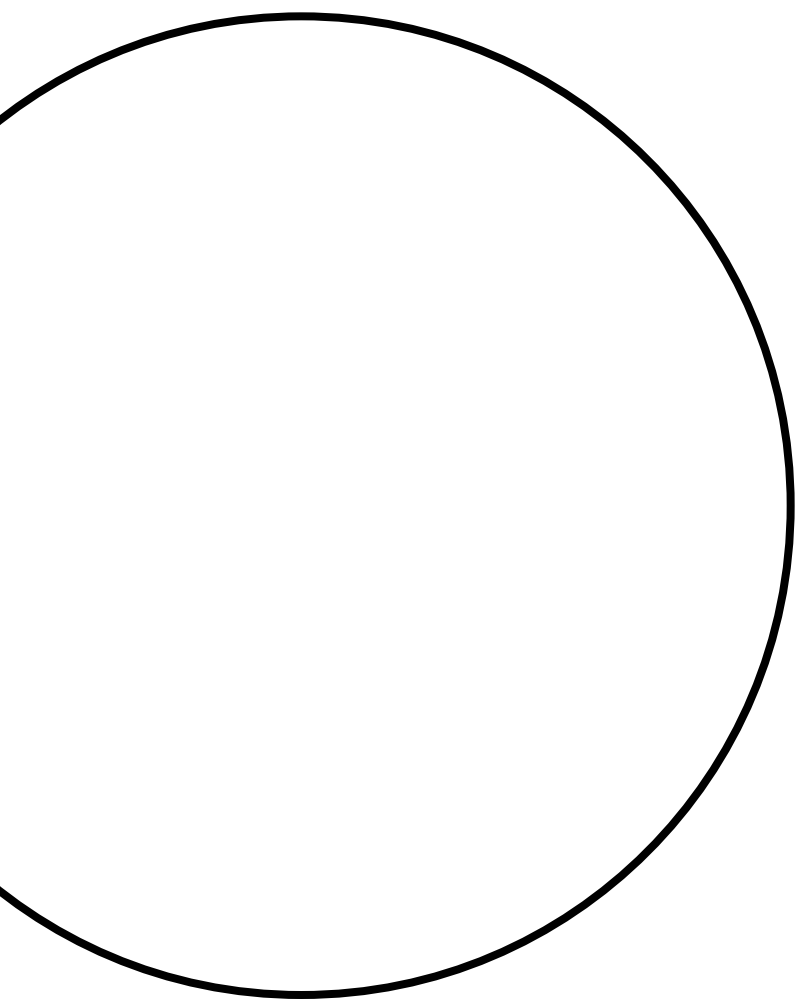
Quinn Ackerman,
Website Coordinator at Pinnacle Textile



From Ackerman:

“One thing I can say is that web sales are up from the day we launched in August. Every month since, we’ve been up \$10k in sales compared to the same period last year. It’s been really nice to see year-over-year sales growth, and how it’ll continue to grow.”

Moving forward, Pinnacle Textiles is looking to launch another website with k-commerce in the future, and further explore the possibilities of where ecommerce, made-for-GP, can take the business.



About k-commerce

K-commerce is mdf commerce's platform for SMBs, providing all-in-one ecommerce and digital payment solutions integrated to Acumatica and Microsoft Dynamics. K-commerce simplifies and accelerates online growth, offering a complete omnichannel ecommerce solution supporting both B2B and D2C engagement.

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