



RIGID

**How Quivers Helped Rigid Boost
Online Sales by 57% and Reduce
Order-to-Delivery Times by 29%**



Since adopting the Quivers Omnichannel Toolkit in 2019, Rigid has increased online sales, reduced order-to-delivery times and raised customer satisfaction.

Rigid aimed to boost sales in both local and international markets, and decrease shipping costs and times for direct-to-consumer (D2C) orders. However, the brand was concerned that expanding its D2C operations could cause channel conflict with its wholesale partners.

Rigid understood that the only way to achieve its goals would be to share orders with these partners, but wasn't confident that its existing commerce platform, Kibo, could provide it with all the necessary tools. Rigid needed a bespoke solution that would allow it to leverage dealers for fulfillment without altering its front-end consumer shopping experience.



THE COMPANY

Rigid Industries is the world leader in off-road LED lights, marine LED spreader light bars and UTV lights.

In addition to producing cutting-edge LED lights, light bars and fog lights, Rigid also manufactures mountings for off-road vehicles and trucks. Rigid places utmost importance on quality while designing and engineering all of its products in the USA.

THE CHALLENGE

Rigid wanted to make more of its inventory available to consumers, reduce shipping times and costs, and expand online sales without compromising its wholesale operations.

Rigid understood that [88% of consumers prefer to buy directly](#) from their favorite brands, making it paramount to have a full catalog available for online sales. However, the company was concerned about channel conflict arising from dealers feeling excluded from sales, and mindful of the disruption this could cause to its wholesale operations.

Rigid needed a way to leverage its dealers for the fulfillment of orders made on its website without affecting the user interface (UI) and user experience (UX) of its ecommerce sites. To do this, it knew it would have to look away from Kibo's one-size-fits-all solution.

The brand acknowledged that fulfilling orders from its centralized location in Arizona incurred unavoidable base costs for shipping smaller consumer orders nationwide. It believed that it could minimize order-to-delivery times and overall shipping expenses by sourcing products from the dealer closest to the consumer's location.

Rigid's manufacturing is focused on producing for its largest sales channel, wholesale, which meant that stockouts for its online store were not uncommon. [With 65% of consumers switching to a new brand when an item is out of stock](#), this issue could pose a significant long-term risk to customer loyalty. By implementing an effective dealer fulfillment system, Rigid would be able to utilize its complete inventory and its dealers' inventories, making a wider range of its products available to consumers at all times.

An order-sharing system would also prove advantageous for Rigid's dealers. Forecasting local demand for specific products and determining inventory positions has always been a challenge for dealers, even before the supply chain crisis and economic downturn sparked inventory troubles. Fulfilling orders placed on Rigid's website would help de-risk dealer inventory positions and increase dealer inventory turns, thereby making them more likely to place larger wholesale orders.



TESTIMONIAL

“Prior to working with Quivers, we were concerned that selling all of our products online would risk channel conflict with dealers and pose logistical challenges. With Quivers' solution, both our online sales and business relationships have gone from strength to strength.”

THE SOLUTION

Quivers empowered Rigid to **share orders with dealers**, **helping it strengthen inventory positions and reduce shipping times by 3.5 days.**

To ensure that Rigid’s current UI/UX wasn’t impacted, Quivers seamlessly integrated with the brand’s Magento 2 ecommerce site using the Quivers Magento 2 plugin. Following this, Quivers set up Rigid and its dealers with its game-changing order-sharing feature, Ship-from-Store.

Using Ship-from-Store helped Rigid to achieve a remarkable increase in customer loyalty, reflected in an impressive additional 107 NPS (Net Promoter Score) points. By positioning products closer to the consumer, order-to-delivery time was reduced by 3.5 days, and less frequent online stockouts meant fewer consumers turned to competitors.

The Quivers solution helped Rigid’s dealers gain a new sales channel without the cost and burden of managing an ecommerce store, effectively allowing them to “sell online without selling online.” These dealers now had the opportunity to increase inventory turnover and win new local consumers, to whom they could make sales and provide setup and installation services. With satisfied dealers taking more aggressive and diverse inventory positions, Rigid was able to expand its wholesale accounts.

Upon switching from Kibo, Rigid faced some shortcomings in its payment processing capabilities. However, this was quickly resolved with Quivers Pay — a world-class payment processing solution that comes equipped with proprietary fraud detection and 100% chargeback protection for both Rigid and its dealer network.

Quivers continues to facilitate Rigid’s international expansion of online sales and is currently onboarding Rigid’s Australian distribution partner, Ecco Safety Group, for omnichannel fulfillment in the Australian market.

THE RESULTS



Rigid has experienced a **57% surge in online sales** by utilizing the **Quivers Omnichannel Toolkit**.



Since partnering with Quivers, Rigid’s **customer loyalty has been boosted by 107 NPS points**.



Rigid has successfully **cut down order-to-delivery times by 29% (equivalent to 3.5 days)** by collaborating with local-to-consumer dealers who have an average shipping time of 34 hours.



Learn More About Quivers

To find out how we can help with your specific challenges, request a demo to learn more or visit us at www.quivers.com.

➤ You can also contact us directly:

Quivers, Inc

50 W Broadway Ste 333.

PMB 89865

SLC, UT 84101-2027

info@quivers.com | 805.250.4777



➤ **Quivers**

Quivers is the leading omnichannel toolkit for specialty brands. Quivers provides specialty brands complete control of their omnichannel ecosystem—including retail partners, pro consumers, employees, marketplaces, and more. Quivers bridges the gap between online and offline shopping by offering specialty brands unique ecommerce features to drive performance while also powering the very best in local in-store fulfillment for their consumers. Ultimately, Quivers helps brands create a better consumer experience, increase ecommerce sales, improve sell-in, reduce stock-outs, and ship faster and more efficiently, all while maintaining a healthy B2B channel. For more information, please visit www.quivers.com.