



The Styled Boutique Launches Online Store Using System

The Styled Boutique finds the best in trendy fashion that's affordable. Owner Amanda Irvin grew the business via social media, where she shared her fashion choices. Now a fully-fledged eCommerce store, The Styled Boutique has fun, affordable apparel and accessories for women found on thestyledboutique.com.

Highlights:

- System's POS mobile app enables Irvin to manage sales and her company from anywhere
- A robust CMS that's easy to use makes it simple for Irvin to update her website
- System's marketing features help Irvin capture email subscribers and segment customers for marketing campaigns



“With System, I’ve been able to grow my company nationwide. The simplicity and ease of managing my inventory, online sales and marketing that System provides has transformed my business.”

Amanda Irvin, CEO/Owner

Challenges

Selling primarily via social media when she initially founded the company, Irvin knew that operational model wasn’t scalable. She eventually added the Square app to process sales online, but that didn’t have the robust commerce features she needed to provide a good customer experience.

In addition, her custom-built website was costly to update without help from a developer, nor did it allow her to use advanced eCommerce features like promotional codes and a robust shopping cart experience. She also wasn’t able to capture email subscribers or detail about website visitors.

Another challenge Irvin faced was mobile sales. When promoting The Styled Boutique at events, Irvin needed a POS solution that enabled her to sell anytime, anywhere.

Solution

By moving to System, Irvin was able to solve multiple challenges and open up new opportunities through the platform’s built-in sales and marketing tools.

Now that she could capture subscribers on her website and segment customers and prospects based on behavior, she was able to send highly relevant offers to repeat customers.

Through System’s POS app, Irvin was also able to accept orders and view inventory in real time from anywhere. The app gives Irvin the peace of mind she needs by allowing her to view orders and activity whether she’s in the office or on the road.



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