

Enjuku Racing — High Octane Racing Parts

Moving to Bigcommerce Enterprise increases revenue and saves 2,196 hours of time

THE BIGCOMMERCE DIFFERENCE

156

Hours saved
of president's time

50x

Efficiency
improvement

\$425k

In abandoned
orders recovered

\$30k

In monthly
upsell revenue

"The majority of my time now is just spent on marketing and sales versus cleaning up the website and keeping it running."

— Ken Harrison, President

Business goal: Spend less time managing technology

With great success comes a tax on time, and Enjuku Racing president Ken Harrison found himself without any for important activities like marketing. The complexity of ecommerce technologies like Magento demanded close oversight, and laborious manual operations tapped his team's fulfillment capacities.

Bigcommerce benefit: Automating, leveraging time saved

On Bigcommerce Enterprise's powerful hosted SaaS platform, Harrison is able to single-handedly manage his technology in a fraction of the time it used to take a team of developers. His proactive Bigcommerce account managers helped automate Enjuku's order processing and product updating, while the platform's upsell features and the time savings for his employees are adding up to a big competitive advantage as they grow.

Challenges

When Ken Harrison of Enjuku Racing entered ecommerce more than 10 years ago, he self-hosted multiple sites on Interspire. Realizing he needed more functionality, he spent \$40,000 switching one to Magento, but the added complexity reduced his oversight capabilities. “I had to hire a team to do the software updates and coding because the software was too complex for me to get in there. We ended up losing a ton of sales and had to pull the plug,” Harrison recalls.

Enjuku Racing needed to seamlessly integrate with QuickBooks and eliminate manual tasks through automation. Harrison also recognized that he needed to free up his own time in order to focus on growth and marketing.

Solutions

Ultimately, moving from self-hosting to Bigcommerce’s SaaS model proved to be just what the business needed: a flexible, user-friendly platform. “It’s spared me a lot of headaches and stress. I used to go back and forth with programmers for 2-3 hours a day, just managing web stuff. Now I can accomplish the same work on my own in 20-30 minutes.”

Better import/export features eliminated the need for manually updating products, and marketing features like the abandoned cart saver and Google Shopping feed generated significant new revenue. Yet the real game-changer is the QuickBooks integration recommended by Enjuku’s Bigcommerce Enterprise account managers, which completely automates their order processing. “Last year on Black Friday we had 300 orders and it took 8 of us an entire weekend to process them. This year we did 1,100 orders and it was all processed within one day!”

Results

Upon moving to Bigcommerce Enterprise, Enjuku Racing’s conversion rates doubled, and the the number of orders processed per employee per hour from 7.5 to more than 400. Upsell features now generate a remarkable \$30,000 per month in additional revenue, and the abandoned cart saver has recovered an astounding \$425,000 in lost sales in their first eight months on the platform.

Without the complexities of managing his ecommerce technology, Harrison regained 156 hours per year of time to spend on growing his business. “The majority of my time now is just spent on marketing and sales versus cleaning up the website and keeping it running.” His employees have also gotten time back to spend on other activities to help the business — operations automation has recouped 2,040 hours of staff time per year.