

## Case study



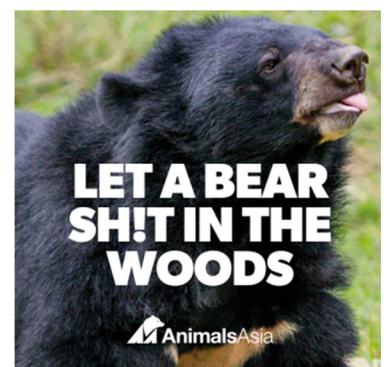
### Background

Animals Asia Foundation (AAF) is an internationally recognised NGO dedicated to ending bear bile farming and improving animal welfare in China and Vietnam. Founded in 1998, AAF has rescued over 500 bears, caring for them at its award-winning bear sanctuaries in China and Vietnam. As AAF receives no government funding, every revenue stream counts, including the online store. It also has the added benefit of providing an effective means to spread the charity's message.

### The Challenge

AAF's previous service provider managed both their online store and order fulfillment. The sales of its online merchandise, including bags, stationery, clothing and more were doing well, however, AAF received a lot of negative customer feedback due to the delivery of wrong items and delayed shipments. This resulted in heaps of customer care issues, causing AAF to dedicate its limited resources on customer support whilst also having to deal with the negative impact on their brand.

AAF decided to switch service provider to ESG ahead of the start of a high profile new campaign, based around the strikingly witty "Let A Bear Sh!t In The Woods" idea. In July 2014, AAF began its partnership with E-Services Group and its Expander service.



## The E-Services Group Solution

As the “Let A Bear Sh!t In The Woods” campaign was scheduled to go live in August, E-Services Group quickly built an interim webstore solution within two weeks to allow this campaign to run on time. Subsequently E-Services Group gave the AAF online store a complete revamp by rebuilding onto the eCommerce-friendly Magento platform. Magento is ESG’s platform of choice due to its flexibility in customization, its full-scale eCommerce features and critically, its use of templates to allow relatively quick implementation. The final online store is designed to fit the look and feel of AAF’s existing website, providing a friendly online shopping experience for their supporters.

By integrating with Expander, the AAF online store is able to:

- Offer customers a localized shopping experience: onsite localized messaging, local payment options, pricing in local currency
- Provide worldwide shipping service, and guaranteed rates for duties and taxes.
- In addition, E-Services Group’s platform enables secure transactions and offers both AAF and its supporters full protection against fraud.
- E-Services Group’s Customer Service team takes care of customer queries, helping AAF to reduce their workload even further, so that they can focus on doing what they do best: advocating animal welfare.

## The Results

With this improved online shopping experience, AAF saw a significant increase in its sales and international customer base. Customer complaints dropped by almost 90%, and the remaining customer queries were taken care of by E-Services Group. The August promotion was a huge success, as was the peak season during Christmas sales. Not only did their merchandise sell more, they were also able to see growth in orders from newly added countries. Moreover, international shipping helped broaden AAF’s brand awareness.



E-Services Group continues to provide order management, fulfillment and customer support services to AAF, as well as offer ongoing training and support to enable the AAF team to better manage their online store independently. Pleased with the service that E-Services Group has provided, AAF has also carried out customer surveys to better understand their online shopping experience, with the results showing a significant improvement in satisfaction levels amongst supporters for all aspects of the webstore.



**Bianca Fischer**  
Fundraising Director  
Animals Asia

*“By working with ESG our online shop is now a viable revenue channel for us. With our previous provider we were spending precious resources on customer service and chasing orders, for a revenue stream which didn’t justify it. The new platform allowed us to carry out promotions which we were not able to do before (discounts, bundles, free shipping, coupon codes, etc.), which have brought us a lot of revenue this year. For the first time during our Christmas 2014 season, we gave our supporters a fantastic overall shopping experience, from merchandise selection through to payments and customer service, all supported by the expert team at ESG.”*