BigCommerce Development for E-Commerce Startup

PROJECT DETAILS

🏷 **E-Commerce Development**

📅 **Nov 2021 - May 2022**

💲 **Less than $10,000**

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PROJECT SUMMARY

Optimum7 was hired by an e-commerce startup to set up their website. This involved ramping up the site and uploading copy on it while working on features like shipping and taxes.

PROJECT FEEDBACK

Despite an initially disappointing engagement, Optimum7 took active steps to resolve the client's concerns and deliver all remaining project items within a week of discussing the matter. They were patient and detail-oriented in their communication, and their customer service was exceptional. **This review is an update by the client company. The original content is located below the new review.**

The Client

Introduce your business and what you do there.

I'm the owner of an e-commerce company selling a few t-shirts, sweatshirts, hats, and tank tops for men and women.

The Challenge

What challenge were you trying to address with Optimum7?

I had no experience in BigCommerce, so I needed a partner that could ramp up my website. That way, I could learn about the site's backend but not worry about getting it up and running at the same time. As a result, I engaged Optimum7. This was before I learned that BigCommerce had five-star customer service and a 24-hour hotline.

Owner, E-Commerce Startup

Retail

Fort Lauderdale, Florida

CLIENT RATING

4.0
Overall Score

Quality: 4.0

Schedule: 4.0

Cost: 4.5

Would Refer: 3.5

The Approach

What was the scope of their involvement?

Optimum7 did some customization to the website's theme to make it suitable for our business in terms of branding. They were asking about shipping features, but I ended up connecting the shipping part myself. The same went for taxes. On top of that, I gave them a website copy, which was incomplete. I wanted to populate the site with the basics first and see how it looked without me doing everything on my own.

What is the team composition?

I initially worked with Brandon (Account Executive) but then migrated to Ayse (Managing Director). Ayse served as the project manager and lead developer; she was one of my primary points of contact. One of their owners was on all of our boards. Another person was reviewing the tasks.

How did you come to work with Optimum7?

I found Optimum7 through Clutch. They had great reviews and everything seemed to line up the right way. They looked good and I thought they could assist me.

How much have you invested with them?

I spent around $2,000.

What is the status of this engagement?

Our engagement lasted from November 2021–May 2022.

The Outcome

How did your relationship with the vendor evolve?

After my review was posted to Clutch, the CEO reached out to me get the details about my experience. We spoke for quite a long time going through everything, and the CEO promised that the requests from my original scope of work would be completed correctly.

Two days after my call with the CEO, the team started working on the tasks. A week later, all the tasks were completed, but there were a couple bugs that had to be fixed; and they were. Now, everything is working as it should.

How did Optimum7 address the challenges that arose?

We communicated using screenshots and keystroke details to work out the bugs and issues that were caused. The Optimum7 team exhibited patience and an attention to the details.

How was project management handled?

I believe the key issue that led to my negative first experience was the fact that my Project Manager was a Managing Director. I believe the simplicity and small scale of my requests were frustrating compared to much larger projects they were managing. The CEO agreed they should probably not have been working on a project as small as mine and I should have had a Project Manager.

Is there anything that the vendor did well or that you would consider a strength?

Customer service from the CEO was exceptional and his team completed my requests quickly after our conversation.

In what specific areas can they improve?

Make sure the Project Manager has enough experience to handle the project, but is not so over qualified that they lose interest in the required tasks.