



# CASE STUDY

## Corporate Images

A family owned and operated business offering embroidery and screen printing services for teams, corporations, and events.

**2+**

Hours saved every day

**2-3x**

More products per store

**50%**

Increase in web store sales

## The Challenge

Using their legacy vendor, it would take Corporate Images staff hours to build online stores with around 40–50 products and just a few designs. If they ran into issues, it was a coin toss whether they reached a human for customer support.

*“To build a legitimate store, it used to take me two to three hours. Now, I can put a store together in about 30 minutes with more offerings than I would have had before.”*

## Key Goals

- A faster solution for store-building, especially for repeat customers
- Flexibility to offer more store & product options
- More time for sales reps to sell

*“It’s an absolute no-brainer. It took me ten minutes to realize [switching to Chipply] was a really good idea. We were up and running within a month from then.”*



**It has very much allowed our sales reps to be sales reps, and not data entry people.**

Andrew Kohler, Co-Owner, Corporate Images



## The Solution

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Now using Chipply for more than three years, Corporate Images has been able to grow its online store business.

*"It takes my reps a third of the time to build a store. Processing it at the end takes maybe 20 minutes, and then they have the rest of the day to chase new leads, follow up with customers – whatever they need to do to grow the business."*

Chipply features like auto-purchasing have saved Corporate Images time and reduced human error. They have also leaned into using store templates to enhance efficiency, using Chipply's premade templates as well as ones they've created for their business.

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**Chipply was obviously looked at from a dealer's point of view when it was built. It's been a huge upgrade for our business.** ”

## Results

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### More Stores in Less Time

*"We've been able to have more stores because of the ease of builds and processing."*

### Less Manual Input

*"Auto art placement is a game changer. I just plug in the artwork, and it uploads across everything automatically."*

### Impressed Customers

*"We've gotten a lot of really good feedback from customers. They always compliment the number of quality offerings we're able to give."*

### Support from Friendly Experts

*"Customer service is unbelievable. You can pick up the phone at any time. Simple question, complicated question, it doesn't matter, somebody gets back to us immediately with an answer."*

### Evolving Together

*"With Chipply, you can tell they're actually listening. When you give feedback, it's not going into a void – it's going into a roadmap."*

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