



CASE STUDY

IE Planners

A full service advertising specialties company offering a wide range of high-quality promo items at factory-direct pricing.

\$100K

Increase in online sales in their first year with Chipply

37

Days spent skiing with family this year without falling behind

The Challenge

IE Planners had been spending too much time on administrative tasks with their previous web store vendor. They needed a more efficient platform that would deliver on customer expectations.

"The biggest challenge was the amount of time and effort required to set up new stores, prepare work orders, and place product orders. It became overwhelming as our business grew."

Key Goals

- Provide an efficient, intuitive shopping experience
- Less time on repetitive administrative tasks
- Streamline day-to-day operations

"I was thoroughly impressed with the added benefits Chipply could provide — particularly the time savings."



The time saved has allowed us to focus more on growing the business — which has been invaluable.

Jesse Pike, Owner, IE Planners



The Solution

Instead of spending hours on repetitive administrative tasks, IE Planners can now launch stores in a fraction of the time with Chipply and focus on high-value work that grows the business.

Chipply both reduced the workload for the team, and also provided the smooth and efficient online store experience their customers had come to expect.

"The time saved has allowed me to work remotely without falling behind. In fact, I've skied 37 days this season, and still kept everything on track."

My primary goal was to save time and reduce labor costs, and Chipply has absolutely helped me achieve that.



Results

Improved Order Accuracy

"The system ensures that work orders match what was actually ordered, which eliminates a lot of human error. That wasn't something I initially prioritized but has made a huge difference in our day-to-day operations."

Increased Efficiency

"Chipply has streamlined the entire process. The biggest efficiencies have been in setting up stores, generating accurate work orders, and placing orders through the integrated process. It saves a huge amount of administrative time."

More Time for Family

"With the time I'm now saving, my wife and I are both working less, traveling more, and still keeping everything running smoothly. That kind of flexibility has been a game-changer."

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