

OzLINK Customer Success Story

Royal Oak Peanuts

Royal Oak Peanuts' eCommerce Goes Nuts with OzLINK



At a Glance:

Royal Oak Peanuts is a family owned business growing the finest gourmet Virginia peanuts since the 1800s. Their time-honored family recipe, as well as the fact that each batch is cooked to order, ensures that their customers are receiving the freshest product possible. Back in the 1800s they did not receive many orders from across the country. However, since they launched their eCommerce site, sales have been growing dramatically. With such successful growth, they needed to streamline the eCommerce order process.

Industry: Snack foods

Oz Solutions: OzLINK eCommerce

Applications: Magento, QuickBooks, UPS Worldship

Key Benefits:

- Reduced order entry into QuickBooks by 85%
- Integrated a fulfillment process for eCommerce orders and phone orders, improving shipping and customer service
- Improved customer experience with real time updates on order status and tracking

The Challenge:

Due to the growth of Royal Oak Peanuts and the new orders coming in from their eCommerce site, their order entry and fulfillment staff was spending too much time on clerical tasks such as typing orders and manually updating Magento and QuickBooks. This led to a number of issues:

- Re-typing orders from their Magento site into QuickBooks, taking between 60-90 minutes a day
- Increase of errors due to manually updating pricing between Magento and QuickBooks
- Unwanted errors resulting in additional costs and impacted customer service due to too many manual steps and data entry

The Solution:

Royal Oak Peanuts worked with OzLINK to streamline and automate their eCommerce orders. The new process starts with an automated integration between Magento and QuickBooks. Once orders are in QuickBooks, they are ready to be processed and fulfilled. During the fulfillment process, orders are pulled from QuickBooks and the peanuts are weighed. Once the shipment is processed, the tracking number is automatically sent back to both QuickBooks and Magento. This resulted in the following benefits:

- Eliminated a total of 90-120 minutes of clerical work each day
- Reduced fulfillment and shipping errors by 40%
- Provided customers with a better experience by updating the order information and generating an automated e-mail.

“Royal Oak Peanuts produces a lot of volume through the holidays and, with our growth, OzLINK was critical in helping us keep up the pace.”

-Stephanie Pope, partner, Royal Oak Peanuts



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