

From Disorganized ‘Disaster’ to Streamlined ‘Magical’

How retailer Arrow Boutique nixed Excel and increased monthly GMV 450% with CommentSold’s live selling software & automation features

A CommentSold case study



ARROW BOUTIQUE

Owner Kristi Berry launched Missouri-based Arrow Boutique in 2017 for additional income—and to have a little more fun with her wardrobe.

Not only did launching her online shop give the high school teacher a new sense of style and confidence in front of the classroom, it also provided a salary so good she was able to leave teaching and focus on retail full time.

Challenges

Single-Channel Operation

The boutique found quick success selling on Facebook but wanted to tap into newer markets in more places.

Manual Invoicing

Combing through comments and Excel spreadsheets led to the occasional human error, even for a teacher. “It was a disaster,” Kristi says.

Outdated Inventory Management

Printing labels and packing inventory by hand meant late nights and early mornings on top of a full-time job.

Solutions

✓ Multichannel Live Selling

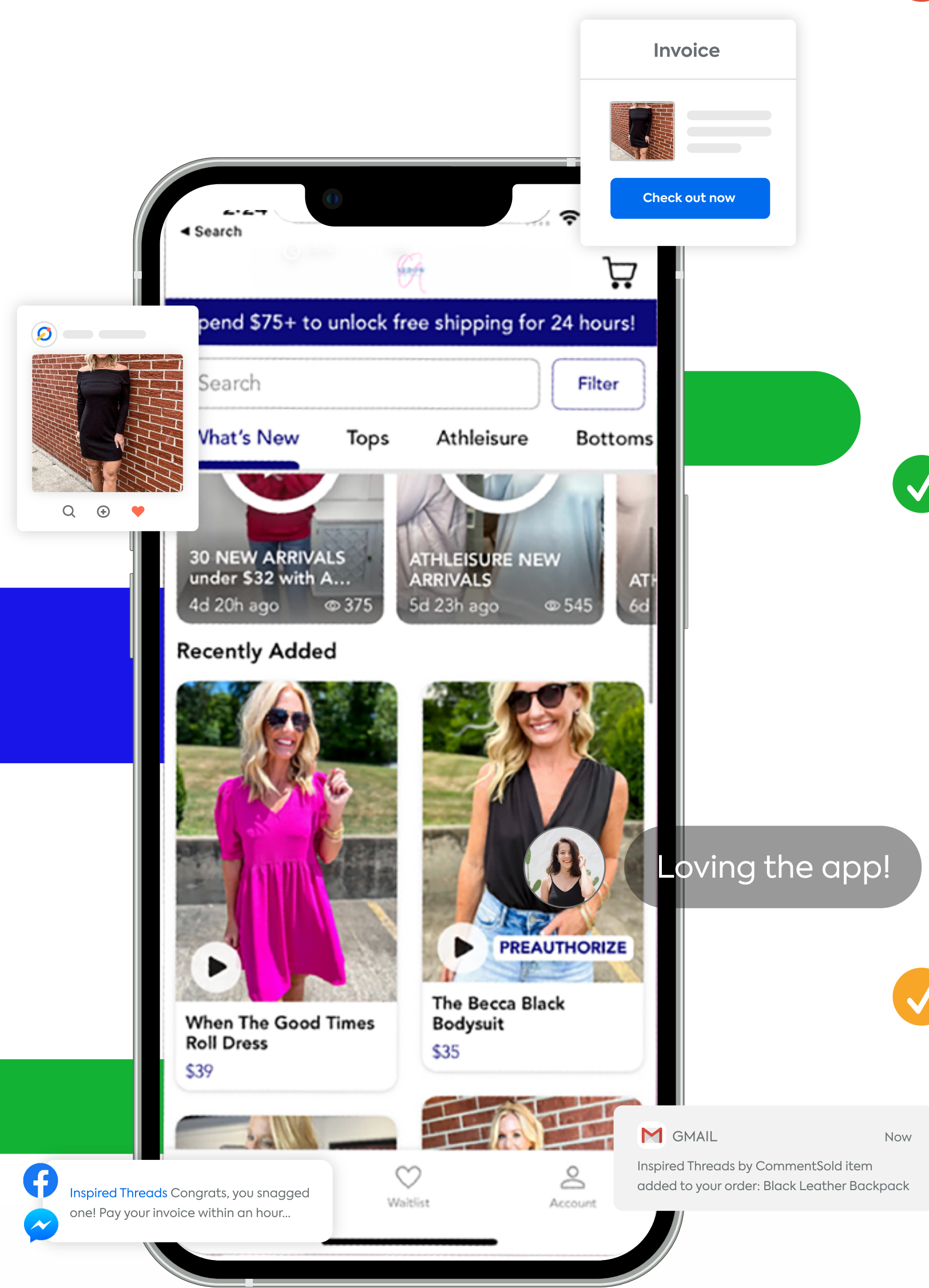
CommentSold helped Arrow Boutique branch beyond Facebook by building a custom website and mobile app to host the brand’s live sales. “A couple clicks and I’m in front of thousands of people,” Kristi says. “90% of our sales now come directly from our app.”

✓ Automated Invoicing

CommentSold’s technology sorts orders and delivers invoices on the spot. “The day we launched with CommentSold, I laid out by the pool. When I came inside I had orders already processed, but I hadn’t done anything,” says Kristi. “That’s magic.”

✓ Streamlined, Centralized Inventory Management

CommentSold’s technology sorts orders across all of the boutique’s selling channels, so inventory is always up to date and easy to track from a single dashboard. “From that day forward our business started growing,” says Kristi.



Results

450%

increase in monthly GMV

120%

increase in live sale revenue

275%

increase in SKU count

90%

repeat purchase rate

CommentSold’s automated invoicing, streamlined inventory management, and strategic live selling technology helped Arrow Boutique focus on the product and their customers—leading to increased sales and far less stress.



“It was June of 2018 that I decided to see what CommentSold was all about. That decision was life-changing. I would tell anyone who is considering CommentSold to go for it 110%. You’ll never look back.”

–Kristi Berry
Owner, Arrow Boutique

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get started