

Leading home security provider builds a robust e-commerce platform to optimize cost and enhance customer experience.



Client Background

The client is a home security provider that offers smart home security systems with professional monitoring. The organization works with most security systems, and it offers identity theft protection and service plans.

Client's Business Challenge

The client needed to monetize their home automation business through e-commerce. Their primary e-commerce objective was to provide an integrated shopping cart to elevate customer experience, streamline payment processing, integrate their marketing and CRM tools, inventory management, subscription management, and logistics management tools.

Through the e-commerce website the client wanted to:

- Attract customers in new geographies and expand within existing U.S. states.
- Generate a new revenue stream through improved consultative sales and marketing experience for the end consumers.
- Build a smart home business and customize its service offerings.

WinWire's Solution

The WinWire team proposed a robust e-commerce platform with the best features and functionality to elevate customer experience and drive sales.

WinWire leveraged **BigCommerce** as the 'one-stop' e-commerce platform to build a website to fuel business growth. BigCommerce differentiators included:



- Reduced maintenance time with its enhanced UI.
- Converted from an outdated Product Catalog format to a modern UI, and mobile friendly digital experience.
- Seamless integration with major payment gateways to offer an improved experience to the customers.
- Built a membership portal as part of a new loyalty program.

Business Value Realized

- Increased online sales.
- Reduced cost of operations
- Processed customer requests in real time with external systems.
- Gained access to actionable metrics to further perform user experience enhancements and drive incremental business.
- Incentivized and enhanced shopping experience by creating ala carte and bundled product capabilities.

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*Requires purchase of a new control panel. System will separately. Installation fee applies. Discount applies to monthly smart and smart home monitoring fees only. Valid AAA Membership required for discount. Please contact us for availability in your area. Certain terms and restrictions may apply. Visit [AAA.com/SmartHome](#) for details.