

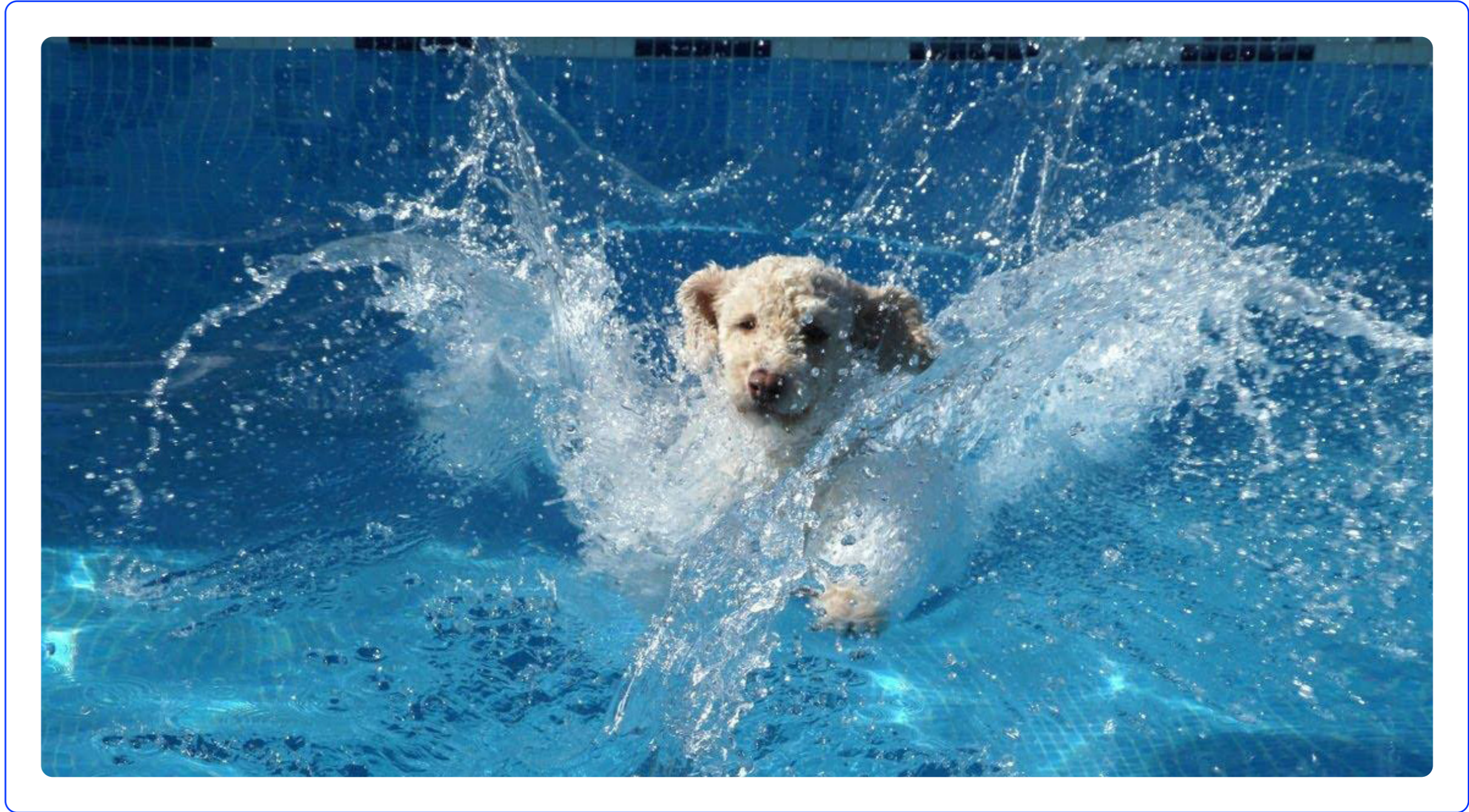


“We’re selling twice as much and paying half of what we were at ChannelAdvisor. Since joining Sellercloud, sales have increased between 25-35% annually.”

A Sellercloud case study with PST Pool Supplies

sellercloud.com

How PST Pool Supplies was able to grow their business, cut costs, and automate more than ever by migrating from Channel Advisor to Sellercloud



Industry

Home & Garden
Products



Founded

2010



Headquarters:

Idaho Falls, ID



Company Size

2 Employees

Introduction



PST Pool Supplies owner Sal Paldino can summarize his experience with Sellercloud in three words: 'unparalleled customer service'.

The challenge

As a company reliant on APIs and drop shipping, efficiency and order accuracy were at the top of the priority list. Leadership had to ensure that orders being placed were being shipped to correct addresses and customers. A large degree of customization was needed due to the nature of the processes involved, so it was a necessity that PST Pool Supplies found a company that was flexible but attentive in delivering new features and improvements. Initially a ChannelAdvisor (now known as Rithum) customer, Paldino believed that PST Pool Supplies would receive the attention and service that came with the price tag.

As one of the top pool and spa parts suppliers in the country with thousands of SKUs and hundreds of suppliers, PST Pool Supplies's own operations and, ultimately, success depended on the same.

"That wasn't the case though," he tells us, "Very quickly it became very apparent that you don't get what you pay for. And very quickly, we also realized it wasn't about the price, but the flexibility and customization offered."



The solution

“It saved minutes, and in my world, minutes mean everything.”

- Sal Paldino, Owner

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PST Pool Supplies needed a company that would listen, and Sellercloud was it.

The results

Since joining Sellercloud, sales have increased between 25-35%. Paldino credits Sellercloud's custom support and flexibility as main drivers.

"We're selling twice as much and paying half as less as we were at ChannelAdvisor," says Paldino, "I didn't leave ChannelAdvisor because it was expensive. It was an obvious move to make, and we wish we would have done it sooner."

"The difference with Sellercloud versus the others is that, right from the start, they're spending time with you to understand your business and what you need."

As they continued to learn more about the platform, they began to realize how many other aspects of their business Sellercloud's tools and abilities touched. **"Sellercloud pays attention to very small things other companies ignore. It's as simple as that,"** Paldino points out.

“When I was at ChannelAdvisor I had zero support. With Sellercloud, I have it all.”

- Sal Paldino, Owner

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