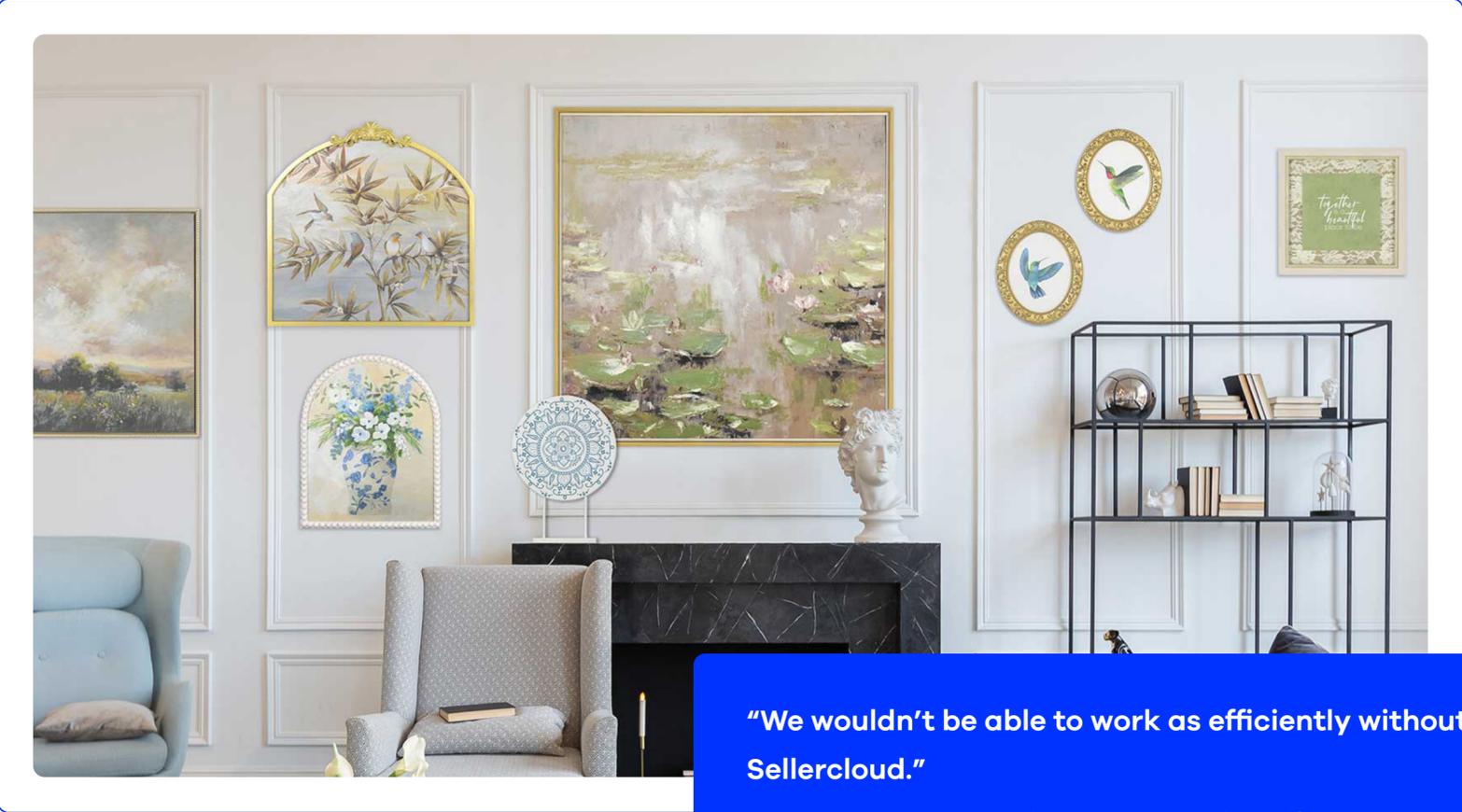# sellercloud

We've been able to automate so much. We've cut shipping costs and increased our efficiency so much since we made the move.

- David Vu, VP Ecommerce

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A Sellercloud case study with Crystal Art Gallery

sellercloud.com

How Sellercloud enabled Crystal Art Gallery to aggregate their data from multiple brands, marketplaces and companies to accurately track sales and inventory across multiple companies selling over 500,000 SKUs

"We wouldn't be able to work as efficiently without Sellercloud."

- David Vu, Vice President of E-commerce, Crystal Art Gallery

Industry
Home decor, home goods

Founded
1989

Headquarters:
Vernon, CA

Company Size
700 Employees

Before Sellercloud

Crystal Art Gallery was founded in 1989 in Brooklyn, New York, to sell framed art. Now based in Vernon, California, it has showrooms in Los Angeles, New York, Nashville, and Hong Kong, an office in mainland China, and a factory in Mexico. It sells hundreds of thousands of products across more than a dozen retailers.

Crystal Art Gallery has over ten brands under its business name, including My Magic Carpet, Fine Art Canvas, and American Art Decor. It also produces licensed wall decor for some of the most recognizable North American brands,

including Ford, GM, Coca-Cola, Corona, Modelo, and Elvis.

As a multichannel seller, Crystal Art Gallery can be found everywhere, from Amazon and Walmart to Target, Overstock, Wayfair, and Kohl's, as well as through their online Shopify stores.

The challenge

David Vu, Vice President of E-commerce, says it all started about six years ago when Crystal Art Gallery began to sell directly to consumers online. With over 500,000 SKUs in their inventory and sold to multiple retailers and marketplaces through different companies and brand names, they realized how complex tracking everything would be.

> " Our warehouse in Los Angeles is 250,000 square feet, and another warehouse we have in Mexico is over 70,000 square feet.
>
> - Stephanie Gracias, E-commerce Account Representative "

However, that was only half the battle. Despite the grandiose scale of its operations, Crystal Art Gallery still did much of its work by hand. **"Before Sellercloud, everything was done manually,"** says Order Processing and Customer Service Manager Erika Chang.

The scale of the challenge was monumental. Crystal Art Gallery housed thousands of products in two warehouses.

Crystal Art Gallery needed a solution to integrate all its retailers and marketplaces and aggregate the data from its multiple brands and marketplaces to accurately track sales and inventory across multiple

companies. The solution also needed to simplify [inventory management](#), [order processing](#), customer service, listing, and [dropshipping](#), all while fostering growth. They needed a robust solution.

The solution

Crystal Art Gallery realized they needed an all-in-one solution for single-source updates for listings and inventory. After extensive research, they quickly concluded that only one solution could tackle it all—**Sellercloud**. Today, Sellercloud and its [ecosystem](#) are integral to Crystal Art Gallery's everyday operations.

From one process to the next, Sellercloud keeps work moving efficiently. "In the morning, I use Shipbridge to import all of our orders, and help our order processing department get all the labels printed and packed for our warehouse," says Chang. "We're able to download the orders, and create pick lists for the warehouse. They start working on pulling everything, and
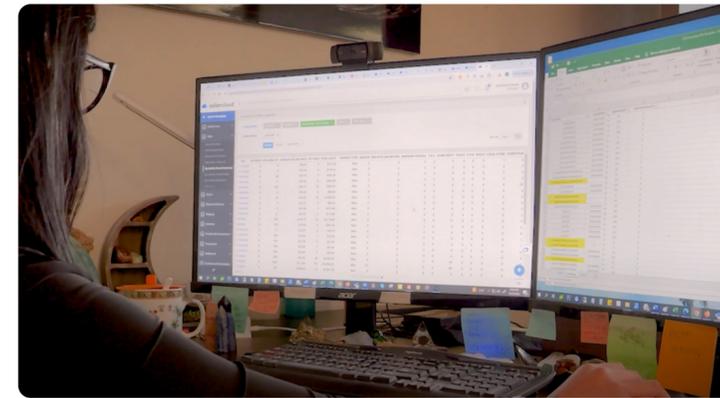
we print the labels from Shipbridg, Cheng continued. "Everything has gotten a lot faster."

Sellercloud also helps Chang solve customer service issues; if the customer service team has questions, she can always check the order information in Sellercloud to find answers.

Another area Sellercloud has helped Crystal Art Gallery improve is managing multichannel listings. Gracias loves that she can create and manage products in Crystal Art Gallery's catalog for all the channels they sell on at once instead of channel by channel. **"It's nice just working off of one platform versus multiple,"** Gracias said.

With multichannel product listings being significantly easier to handle, there was no reason Crystal Art Gallery could not expand on to more sales channels. Gracias explains that they only worked on a few channels when she started at Crystal Art Gallery. "We've added so many more since then, and the business has been growing," said Gracias.

> "
> **We haven't run into an account where you cannot integrate with so far.**
>
> - David Vu, Vice President of E-commerce, Crystal Art Gallery
> "

sellercloud

Lastly, Gracias greatly appreciates knowing what's out of stock in real time to delist them and prevent overselling. "I can deactivate them in all the channels, and I use Sellercloud for that very often," said Gracias, hinting at how much sales have increased since adopting Sellercloud.

Crystal Art Gallery found its dream solution in Sellercloud. They consolidated

After Sellercloud
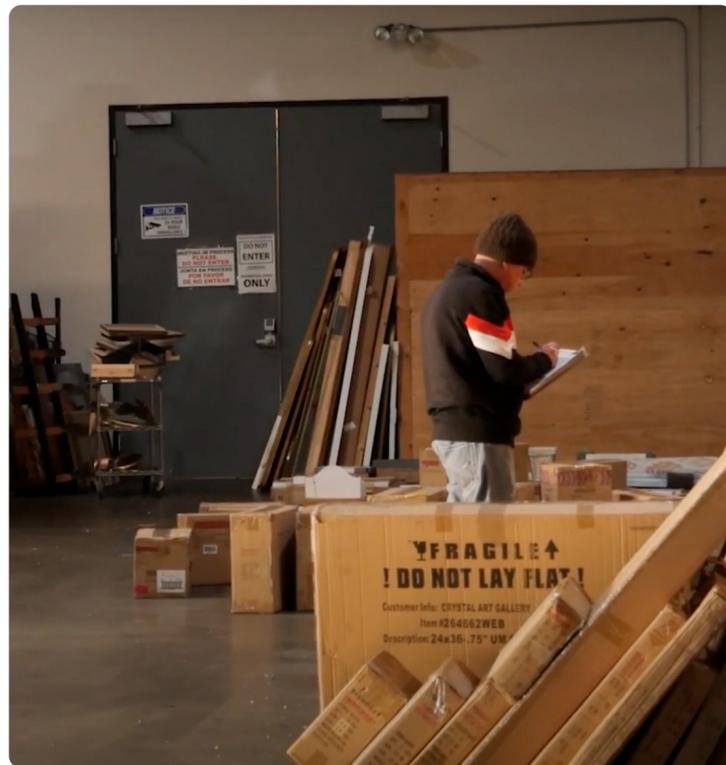
Since adopting Sellercloud, **"everything has gotten a lot faster,"** says Chang,

customer service, warehousing, inventory, order processing, and invoicing into one solution. Most importantly, by connecting its sales channels to Sellercloud, Crystal Art Gallery was able to aggregate data and get an accurate picture of its performance, which it could use to grow its business, all while speeding up workflows with automation.

and the relationship between Sellercloud and Crystal Art Gallery has only gotten stronger.

One of the things that keeps them so close is that Sellercloud continues to improve and add new features and products to its ecosystem. "Sellercloud is constantly coming up with new updates to help each e-commerce company grow," says Chang. "It'll help our business flourish."

Crystal Art Gallery's leap in efficiency has been truly staggering. **"With Sellercloud, we're able to process over 1,000 orders a day,"** said Chang, a big jump from a couple of hundred orders daily.

Despite the increase in orders, shipping costs are down because Sellercloud helped Crystal Art Gallery automate its rate shopping process. "Sellercloud would pick the best shipping method, based on the rules that we set," explains Vu, "This was a customization that Sellercloud built for us." It automatically calculates the best shipping rate based on weight, size, and dimensions according to Crystal Art Gallery's rules.

Crystal Art Gallery also praised Sellercloud's support. "They're very responsive," says Chang, "Everything is done in a timely manner, and I feel like all of my questions are always answered." Gracias added that whenever she encounters a challenge or has a question,

> " Now, I don't have to change anything manually, and everything comes in automatically.
>
> - Erika Chang, Order Processing and Customer Service Manager "

she can go directly to Sellercloud's Help Center and get the necessary answers.

For Gracias, the practicality of Sellercloud is a major plus, "Sellercloud is such an easy interface to work with," she says. Just the thought of returning to manual processes is inconceivable. "It'd be such a headache to have to update every single one for inventory, processing orders and all that," she adds.

Chang ends by saying they wouldn't survive without Sellercloud. Gracias says she'd recommend Sellercloud to any business struggling with inefficient processes, as it makes "everything a lot faster and easier," without any headaches.

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