



“If you’re using any external software for whatever reason, Sellercloud makes it very easy to integrate with. You can’t even put down what Sellercloud is exactly because it incorporates everything, which is why it’s so good.”

- Nechemia Newman, CEO, Crown Display

A Sellercloud case study with Crown Display

How Sellercloud helped Crown Display automate, expand and grow, by customizing their automations to the unique needs of their business and automating their FBA and FBM workflows.



Industry

Beauty products



Founded

2008



Headquarters:

Wilkes-Barre, PA



Company Size

51-200 employees

Before Sellercloud



Crown Display sells and distributes health and beauty products and works with

hundreds of wholesalers internationally. Based in Wilkes-Barre, Pennsylvania, and operating since 2008, Crown Display also sells on [Amazon](#), [Walmart](#), [Groupon](#), [eBay](#), and various other marketplaces.



The challenge

Crown Display found themselves struggling with a classic case of e-commerce complexity. Success in

e-commerce means selling on multiple marketplaces and adopting different fulfillment methods to reach as many



customers as possible but managing it all soon becomes exhausting. Like many thriving e-commerce businesses, staying on top of it all was becoming almost impossible for Crown Display. **“Our stop losses were constantly changing,”** says Nechemia Newman, CEO of Crown Display. They had difficulties

The solution

In a previous company, Newman built his own e-commerce connector. He understands the time and energy required, and he can recognize quality. After speaking to different [e-commerce solutions](#), he was not impressed with what he found. **“They’re all jokes compared to Sellercloud,”** he said. Why? Because

managing product pricing across their many channels and FBA ([Fulfilled By Amazon](#)) and FBM ([Fulfilled By Merchant](#)) orders. Crown Display struggled to manage product costs, [shipping](#) rates, order fees, and referral fees over different channels. What made it more complex is that many of these fees are dynamic. **“Every channel has different referral fees and the referral fees sometimes change,”** says Newman.

Crown Display needed a solution to automate cost handling, manage warehouse and multi-channel operations, automate FBA and FBM orders, and enable them to focus on what really mattered—growth.

Sellercloud did a whole lot more than just solve Crown Display’s challenges—it improved operational efficiency throughout.

What really made Sellercloud a game-changer for Crown Display was the [customization](#) that it offered. One of the

first things Newman asked Sellercloud to build was a custom calculator that calculates referral fees for every channel category. **“We’re able to tell for each category what the referral fee is and able to calculate each item based on its category,”** explains Newman.

However, the custom calculator does so much more than that—it also helps Crown Display determine whether shipping [orders](#) via FBA or FBM would be more convenient. When an order comes in, the calculator searches available [inventory](#), and if the inventory isn’t available at the



warehouse, it automatically creates a multi-channel fulfillment order from FBA instead.

Another automation feature Crown Display loves is Sellercloud’s [Order Rule Engine](#). **“It’s [Order Rule Engine is] extremely powerful,”** says Newman. He explains that with the Order Rule Engine, you can create rules to put orders on hold if they are over a certain price or route orders a certain way that are heading to specific zip codes, for example. What makes the rule order engine even more brilliant is that users don’t need to contact Sellercloud to set it up—you can do it all from your computer.

Newman enjoys how Sellercloud and its products interconnect to cover all aspects of running an e-commerce business.

Crown Display was one of the first companies to trial Sellercloud’s WMS ([Warehouse Management System](#)) Skustack, and it was a tremendous improvement for their warehouse workflow. **“We’re married to Skustack,”** says Newman. From the moment inventory arrives, Skustack helps Crown Display manage its inventory. Workers can scan a SKU, and Skustack instantly informs them if the item is new or not, in which case Crown Display would segregate it from the rest of its inventory.

Most importantly, though, Skustack has improved its inventory accuracy handling. **“Skustack saves on a lot of errors and also allows you to audit if there is a mistake,”** says Newman. Skustack also allows Crown Display to track how fast packers are packing, enabling them to gauge how efficiently they are working. **“Picking,**



After Sellercloud

A decade later, Crown Display is still a devoted Sellercloud user, and they have strong reasons to remain so.

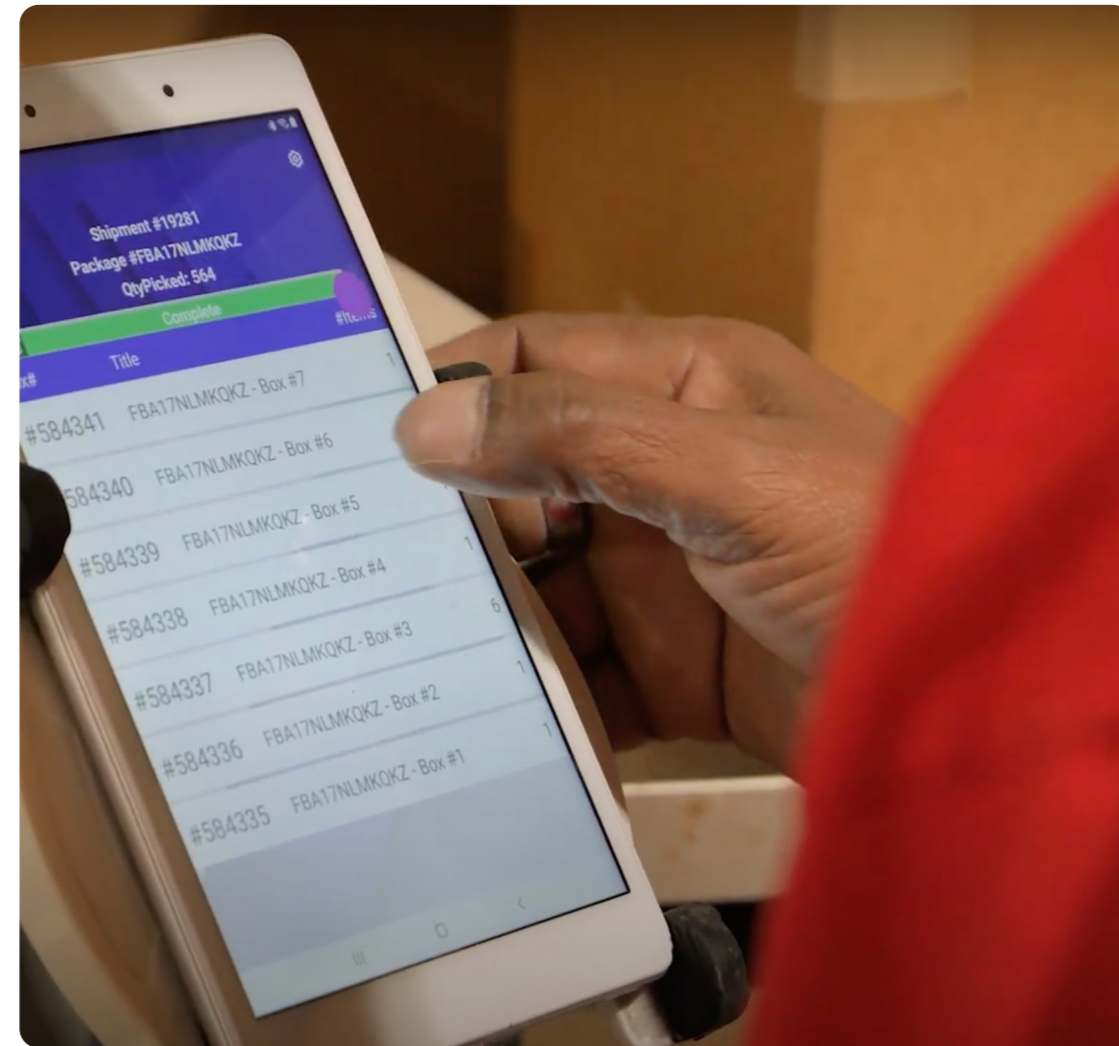
packing, and getting orders out quickly, that is something that Skustack is great for,” Newman adds.

Another product Crown Display brought into its workflow is Sellercloud’s sorting solution, Skublox, which removes manual sorting errors and helps reduce returns. **“Skublox is an amazing product for any company that has multi-item orders,”** said Newman, as it dramatically simplifies the sorting process and makes gathering order components much easier.

It’s not just Sellercloud’s [suite of products](#). A wide range of e-commerce services can also be easily integrated into Sellercloud. **“If you’re using any external software for whatever reason, Sellercloud makes it very easy to integrate,”** says Newman. Newman praised Sellercloud for how easy it is to integrate their [APIs](#), making it easy to export data out of Sellercloud or update Sellercloud data from external sources.

One of the key reasons is that after all this time, Sellercloud is still 100% focused on innovation with a strong focus

on improving its service, adding new features, and introducing new products. **“Sellercloud is constantly getting better and better,”** says Newman. In fact, Sellercloud innovates so much that Crown Display has to go back often to check out all the [new features](#) Sellercloud has launched and see how they can bring them into their operations. Newman also greatly appreciates Sellercloud’s customer-centric approach to building new features, listening to requests, and prioritizing the features that would make running their business easier. Newman says that whenever they have growth plans, they always call Sellercloud first to see how they can incorporate them. **“Usually, the answer is we have that**



already and this is what you need to do,” he says.

However, if Crown Display is planning to do is not something that Sellercloud cannot provide, they can jump on a call and discuss their growth goals and pain points. **“I find that they understand it and they have great customer support staff, very knowledgeable, not just in their own software but in commerce in general,”** says Newman.

Sellercloud can also be shaped to revolve around any business. Newman explains that e-commerce businesses often need to work around software because it’s not tailored to what they need it to

do, but that’s never been the case with Sellercloud. **“A company doesn’t have to change its practices to work with Sellercloud. Sellercloud generally is able to be molded to every company.”**

Newman is also more than happy with Sellercloud’s [customer support](#), noting their quick response times, knowledgeability, and professionalism. **“They get back to me and you know usually have the answers always with a smile. Always pleasant to talk to, never have had issues with support,”** he says.

In the 10 years that Newman has used Sellercloud, he has recommended it to small and large businesses and will



continue to do so in the future. Newman ends by saying, “we’ve had a tremendous amount of growth with Sellercloud and definitely recommend it to any company that is in the e-commerce space.”





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