Executive Summary

As part of their constant quest to better serve their customers, Chess House management searched in vain for an effective solution to provide accurate Estimated Delivery Dates—and found it in 2018 when they became the first client of FenixCommerce, rolling out the platform on July 12 of that year. As a result of adding FenixCommerce to their tech stack, Chess House has seen 10% conversion increase, a 38% decrease in abandoned carts, and an impressive 75% decrease in pre-sales customer inquiries.

The Opportunity

With a commitment to excellence, innovation, and doing the right thing embedded in Chess House's values, the company was seeking a way to serve its customers better by giving them more relevant information where they sought it. They saw in the IDP's ability to provide transparency around estimated delivery dates on the product, cart, and checkout pages an ideal way to work toward achieving this goal, since many of their customers bought chess sets as gifts and wanted to feel confident that the order would arrive in time for the gift occasion. Also always looking to grow the business, Chess House was intrigued by the IDP's impact on growth metrics.

The FenixCommerce Solution

Chess House was our first client implementation, going live on July 12, 2018, and we are eternally grateful to them for the opportunity to help them better serve their customers. Chess House has eagerly adopted—and in many cases helped us beta-test—new FenixCommerce features, and the site has evolved to leverage the entire suite of IDP capabilities, including:

- Inventory visibility into all fulfillment locations
- Multiple shipping options accessible via popup directly from the Product Page—our first client to implement this feature!
- Shipping services optimized based on inventory/customer locations— using lower cost services to provide Express and Expedited delivery to zones where possible
- A date-specific standard option that provides an incremental $7 revenue on the 12% of ground shipments where it's chosen over free shipping

About Chess House

Starting with a single box of books, the teen Neff brothers began supplying chess-related products to friends in the early 90's. In the decades since they have continued to grow Chesshouse with a passion for the game-- and for exceeding their customer's service expectations.

Chess House has become the online shopper's favorite source for chess board games, helping thousands of customers learn or improve their game and make great memories at home or wherever they want to share the game.

AWS Services Used

The FenixCommerce solution leverages the following AWS Services: Amazon Athena, QuickSight, and AWS Glue Analytics; Amazon EC2 and LightSail Compute Services; Amazon Elastic Container Registry and Elastic Container Services (ECS); Amazon Simple Storage Service (S3) and Elastic Block Store (EBS) Storage Services; Amazon VPC, API Gateway, CloudFront, and Route 53 Networking & Content Delivery Services; AWS CodeCommit Developer Tools; AWS Organizations, CloudWatch, Auto Scaling, CloudFormation, CloudTrail, and Config Management & Governance Services; AWS Identity & Access Management, Amazon GuardDuty, AWS Certificate Manager, AWS Key Management Service, AWS WAF, AWS Shield, and AWS Security Hub Security, Identity & Compliance Services.

FenixCommerce Solution Benefits

Based on analysis of various site parameters before and after implementation, Chess House has seen the following business benefits which are attributed to the FenixCommerce solution:

- 10% increase in online conversion
- 38% decrease in abandoned carts
- 25% increase in shipping revenue
- 75% decrease in pre-sales customer inquiries

" FenixCommerce provides customers with helpful, accurate expectations around delivery with optimized shipping options that up until now were only available from the biggest players in eCommerce. It's more advanced and intelligent than other apps. I've searched offerings extensively and most of them do one or two things really well. But FenixCommerce provides a holistic functionality really harnessing your data-points more effectively. This optimizes your cost savings and improves clarity of the shipping options offered. I have been in eCommerce for 20 years and have never seen an app that benefits both the shopper and the seller as positively as FenixCommerce. "

- Raphael Neff, Owner and CEO

About FenixCommerce

FenixCommerce increases conversion an average of 10% by allowing you to optimize and display order cut-off times, delivery date estimates, and—where applicable—at-store pick-up options based on real-time product, inventory, customer, and carrier information. FenixCommerce solutions integrate easily with all eCommerce platforms, and AWS is our preferred infrastructure partner.

FenixCommerce