How Zuo Mod overcame the challenges of outdated software & unlocked 30% revenue growth

About Zuo Mod

Zuo Modern is an international wholesale brand renowned for its fashionable and affordable modern-contemporary furnishings. With a 14-year legacy, Zuo offers an expansive catalog of over 5,000 products, including indoor and outdoor furniture, lighting, and home decor. Their clientele includes retailers, interior designers, and independent professionals across the US, Canada, Mexico, and Colombia.

Industry
Furniture and home furnishings manufacturing

Company Size
201-500 employees
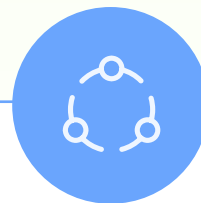
Headquarters
Oakland, CA

Founded
2005

Their vision & Mission

The mission at Zuo Mod is to create **fashionable, affordable, modern-contemporary products** for residential and commercial applications, catering to a global market with exceptional service and fast shipping.

At the helm of further growth, they sought to streamline their operations, create a **seamless sales ecosystem** for their reps, and deliver exceptional customer experiences. But they experienced hurdles in this journey.

Challenges: Outdated tech holding back innovation

Before partnering with WizCommerce, Zuo Modern encountered significant hurdles with their previous platform, RepZio.

> "No updates or new functionality have been added to RepZio for the last few years. Feedback and new requirements were ignored, leaving the platform stagnant. The platform felt old and fell behind our own website in terms of functionality."
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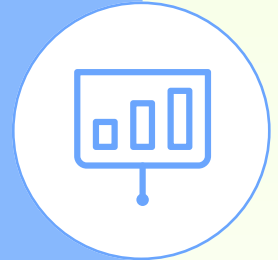> *-Miguel Gonzalez, IT Director, Zuo Mod*

No real-time data visibility for reps

Sales reps had to rely heavily on the customer success team for real-time inventory, order updates, and customer details, resulting in wasted time and effort.

Presentations & quotes lacked personalization

RepZio lacked advanced product filtering options, slowing the creation of presentations. With no personalized product recommendations, it was challenging to create tailored presentations, costing Zuo Mod sales.

Outdated software held them back

Zuo Mod had to work with outdated software that could not keep up with their evolving requirements and expanding product line.

Product discovery was a hassle

Finding the right product in a vast and constantly growing inventory was difficult, making sales conversations counter-productive.

WizCommerce

The WizCommerce advantage:
Why Zuo Modern made the switch

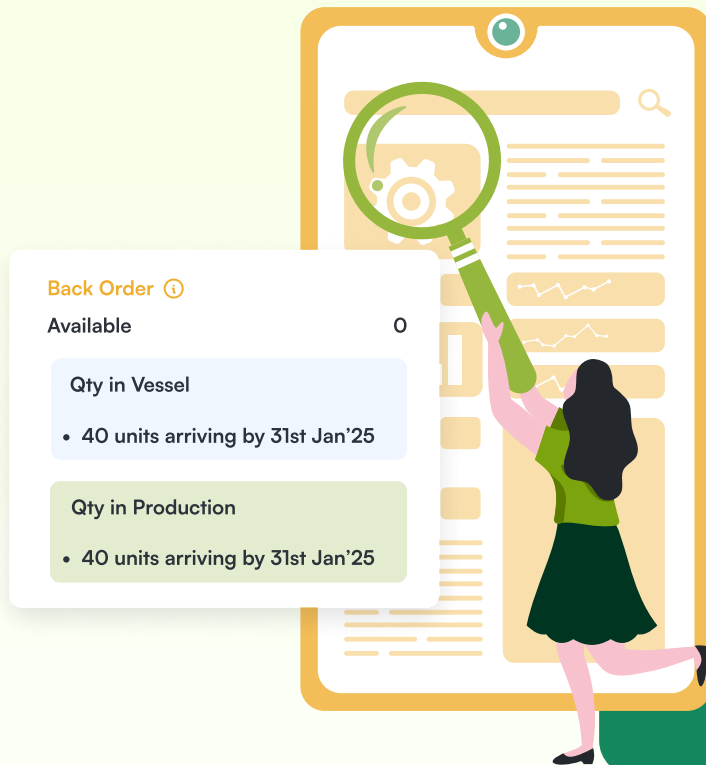Advanced integration capabilities to create a connected ecosystem

AI-driven recommendations to boost sales & AI search for faster product discovery

Powerful, innovative features and a user-friendly interface

WizCommerce

How WizCommerce solved Zuo Modern's challenges

Back Order ⓘ

Available   0

Qty in Vessel
- 40 units arriving by 31st Jan'25

Qty in Production
- 40 units arriving by 31st Jan'25

Real-time data access: A new era of empowered sales

WizCommerce's seamless integrations with Zuo Mod's existing tools empowered their reps to access real-time inventory, order status, customer details, etc. Now, they can arrive fully informed, enabling meaningful and productive interactions.

Effortless, tailored customer experiences

WizCommerce's filtering and presentation tools and AI-driven recommendations have empowered reps to create comprehensive, personalized presentations in minutes with the most relevant data, saving time and enhancing professionalism.

zuo

Tammy Dining Chair Green

109334

The Tammy Dining Chair has a polyester velvet covered seat over a powder coated steel frame. This chair works great in any space, hospitality or residential. The shape and design are glam, modern, deco and boho all at the same time.
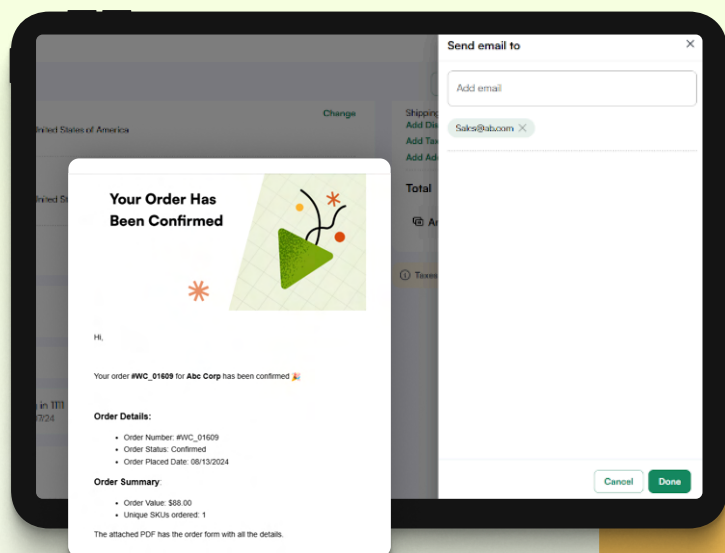
20.9" W x 24.4" D x 31.1" H

Adele Barstool Orange & Gold

109502

For a fun pop of color in your bar area. An orange fabric that screams soft in any setting. And a built-in footrest that adds to its modern design. A stool that refreshes the entire bar area.

18.5" W x 19.5" D x 40.2" H

Seamless customer account management

WizCommerce empowered the team at Zuo Mod to send automated emails for order confirmations, payments, shipping updates, etc., keeping customers in the loop and saving hours spent on manual communication.

Larger order values for higher sales

AI-driven personalized recommendations such as alternatives for out-of-stock products and frequently bought together products helped Zuo Mod boost customer satisfaction and drive higher average order values, boosting sales and revenue.

Powered by AI

WizCommerce

Features that made an impact on Zuo Mod's success

"Some of our sales reps felt that WizCommerce performed better and had advantages over our own B2B website, such as speed, filters, etc. It put us in a position where we need to improve our website to keep up with WizCommerce."
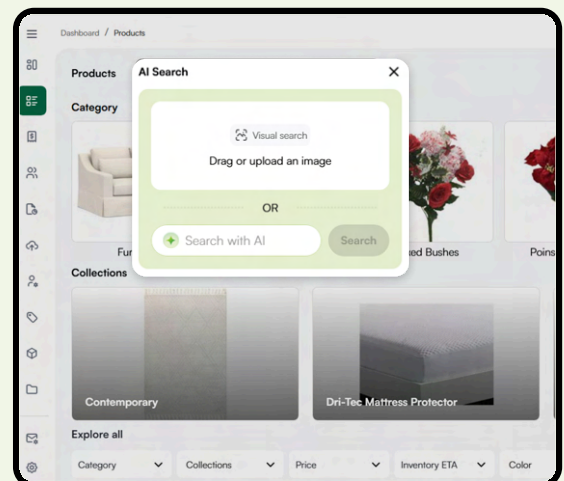
-Miguel Gonzalez, IT Director, Zuo Mod

1. Attribute-level filters

Every product attribute becomes a filter to simplify and speed up product discovery across a vast inventory. Filter products by inventory status, ETA, price, etc., to quickly create presentations and quotes. Sort functionality further simplifies product search.

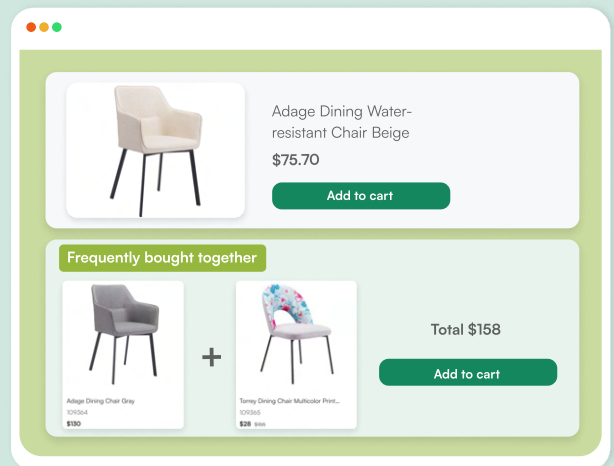## 2. AI-driven search functionality

AI-powered search helps you find products effortlessly with text or photo matches. Whether you type in a search query or upload an image, our AI identifies the exact product instantly and showcases similar products based on attributes. Smarter, faster, and stress-free!

3. View similar

Out of stock

View similar

Beige table lamp
$ 44.50

White table lamp
$ 46.30

Add to cart

Yellow table lamp
$ 43.60

Add to cart

WizCommerce's AI-driven 'view similar' feature recommends alternatives for out-of-stock products or orders that can't be fulfilled on the required dates, ensuring no sale is lost. Sales reps don't have to rely on memory alone to sort through a vast inventory and find the right products.

4. Frequently bought together

Adage Dining Water-resistant Chair Beige
$75.70

Add to cart

Frequently bought together

Adage Dining Chair Gray
109564
$130

+

Torrey Dining Chair Multicolor Print...
109565
$28 $88

Total $158

Add to cart

WizCommerce's advanced search feature looks for a query across names, SKUs, and attributes, resulting in a faster, simpler, and more accurate search experience.

WizCommerce

Zuo Mod's effortless integration story

"We believe information is power. WizCommerce seamlessly integrated with our existing tools, helping us create a unified sales ecosystem where data flows freely to and from systems. As a result, our reps are always equipped with real-time data to help customers better."

-Miguel Gonzalez, IT Director, Zuo Mod

Results unlocked

"The biggest gain with WizCommerce is empowering our sales team to effortlessly filter, sort, and search our extensive catalog, ensuring customers see exactly what they need. This has driven **growth in SKUs per order** and enhanced presentations and quotes."

-Miguel Gonzalez, IT Director, Zuo Mod

With an **integrated system**, access to real-time data such as inventory, order status, & customer details reduced manual communication, saving reps time.

Seamless product discovery led to quickly generated, personalized presentations, which boosted customer satisfaction & saved time.

AI-driven product recommendations drove higher order values, boosting sales and revenue.

Results unlocked

30%
Revenue growth with AI recommendations

40+
Hours saved per week by automating manual tasks & increased order values

90%
Decrease in time to create presentations & quotes

How Zuo Mod benefitted from a solution that's more than just a platform

WizCommerce is more than just a platform. We are partners in a customer's transformation journey. It was no small task to transition from Zuo Mod's previous tools and integrate WizCommerce with their existing systems. But the journey was seamless with WizCommerce's dedicated onboarding and support team.

The WizCommerce team worked closely with Zuo Mod to understand their unique requirements from day one. And our support didn't end after onboarding—it only began.

24*7 Customer Support Even on Weekends

Zero-Effort Implementation in <30 days

WizCommerce

WizCommerce, a true game-changer for Zuo Mod

WizCommerce didn't just improve Zuo Mod's' operations—it transformed them. They overcame the challenges of **outdated platforms** and created a seamless sales experience —**unlocking a 30% revenue growth!** Their sales reps no longer waste time chasing customer success teams for real-time data or customer management. **With advanced search, sorting, and filtering, product discovery** is a breeze. They can quickly generate personalized product presentations by leveraging **AI-driven recommendations** to keep customer conversations flowing.

This partnership underscores the importance of choosing a solution that deeply understands the nuances of B2B wholesale, is committed to **constant improvement and innovation,** and supports wholesale businesses throughout their transformation journey.

Bring the transformative power of WizCommerce to your wholesale business.

Reach out to us to
Learn more

Book a meeting

WizCommerce