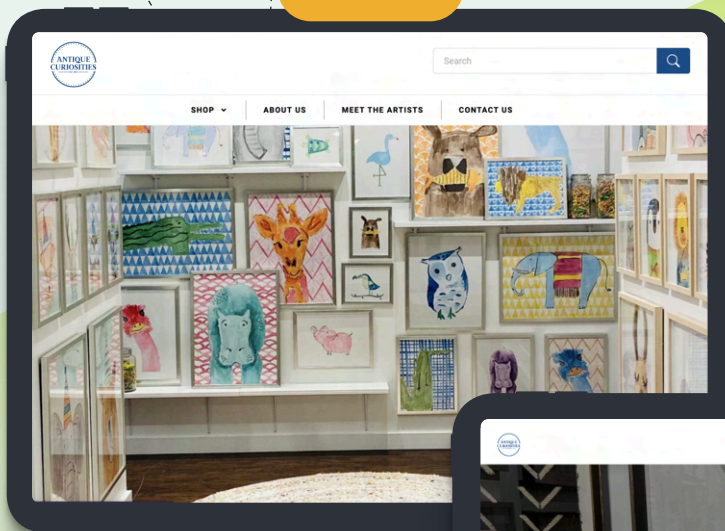
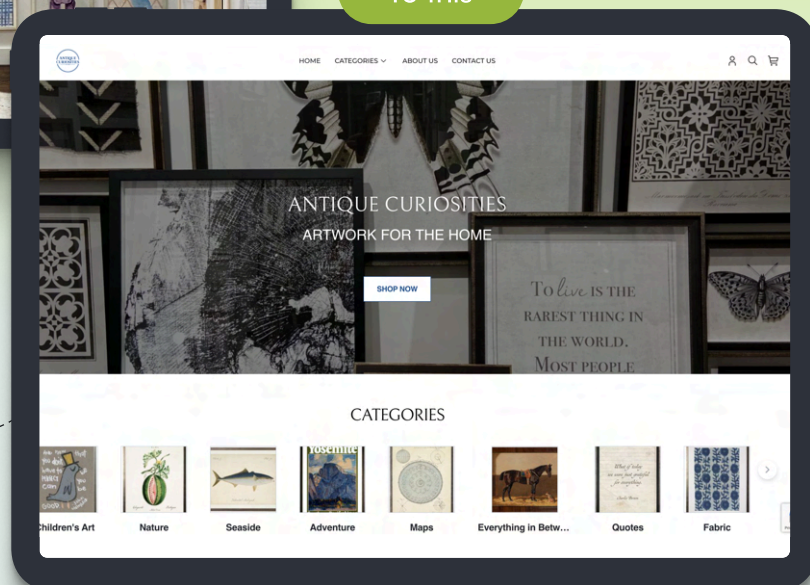


# How Antique Curiosities unlocked **20%** revenue growth by switching to WizCommerce's **B2B ecommerce platform**

From this



To this



# About Antique Curiosities

Antique Curiosities, owned by Allison McCall, is a wholesale business specializing in customizable art products for designers, furniture stores, boutique shops, and other retailers. With a complex product set that includes various frame sizes, styles, and modifiers, their mission is to simplify the purchasing process for their B2B customers while maintaining a professional and seamless experience.



## Industry

Art products wholesale



## Company Size

11-50 employees



## Headquarters

Hickory, North Carolina



## Founded

2013

## Their vision

To create a **seamless and professional sales experience** that aligns with the complexity of their customizable products, enabling them to focus more on **creativity and business growth**.



# The challenges

## B2B ecommerce website

**Missing B2B workflows:** Designers needed a way to showcase products without revealing prices, which the previous platform WooCommerce couldn't support.

**Complex product presentation:** Customizable products like framed art were not displayed intuitively, confusing customers.

## Operational challenges

**Disconnected systems:** Antique Curiosities' previous order-writing tool Repzio and B2B ecommerce platform WooCommerce didn't speak to each other.

**Customer frustration:** Customers couldn't see all their orders (offline and online) in one place, leading to a disjointed experience.

## Order-writing tool

**Inefficient search functionality:** Sales reps struggled to quickly locate products, especially in a catalog with customizable attributes

**Inflexible order updates:** Modifying orders after submission required manual interventions, leading to inefficiencies.

**Custom product handling:** Handling a complex product line with added customizations was a hassle with the previous tool Repzio.

**Lack of desktop accessibility:** The previous tool was mobile-first, making it cumbersome for the inside sales team to manage large volumes of orders.



# Why Antique Curiosities chose WizCommerce

One of the top-selling features for Antique Curiosities while selecting WizCommerce was the team's deep understanding of wholesale operations and the unique challenges of B2B ecommerce.



I was evaluating several platforms such as Shopify, but when I talked to the WizCommerce team, I felt like they really understood wholesale. It was like speaking the same language—that was a game changer.

*-Allison McCall, Owner, Antique Curiosities*



## Key decision factors included



**Unified sales platform:** Seamless integration of order-writing and ecommerce functionalities.



**Enhanced features:** Advanced search tools, flexible modifiers, and intuitive workflows.



**Ecommerce designed for wholesale:** Showcase products without revealing price and handle customizations easily.



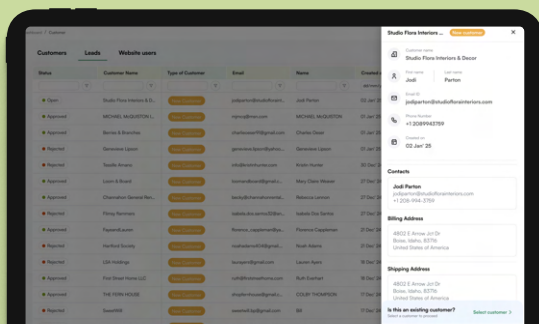
**Dedicated support:** Exceptional onboarding and ongoing customer assistance.



# From challenges to solutions: The WizCommerce features that made a difference

## Features built for wholesale ecommerce

### 1. Customer approval workflows

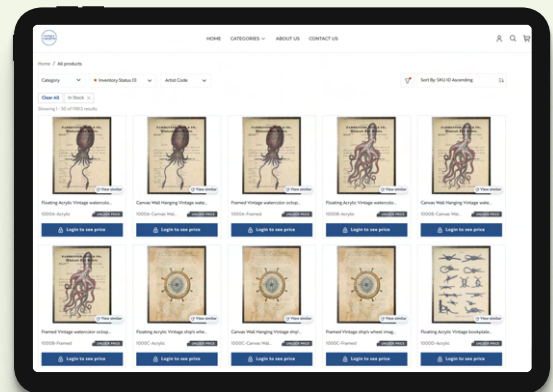


Reject

Approve & add customer

WizCommerce empowered Antique Curiosities with approval workflows to simplify onboarding —now they can review users before granting them access to their B2B ecommerce website.

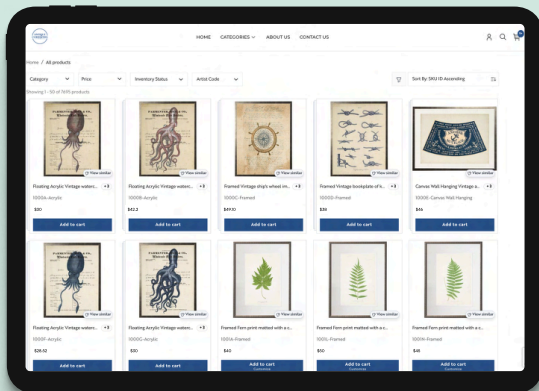
### 2. Product showcase without revealing prices



The new website lets Antique Curiosities' customers browse products without showing prices, expanding designers' reach without signup hassles.

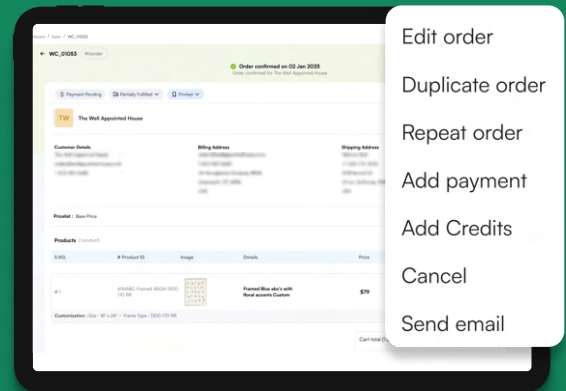


### 3. Custom price lists



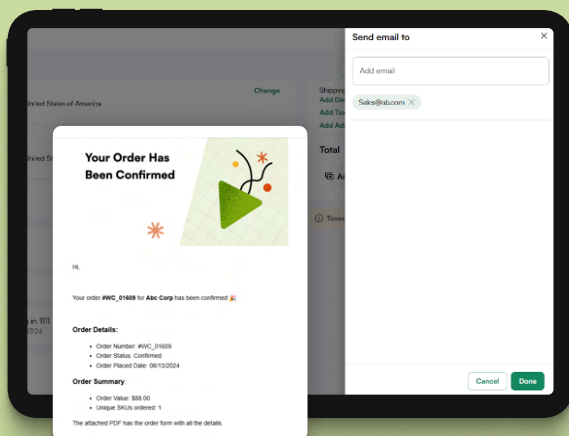
With WizCommerce's customized price lists, Antique Curiosities has set up personalized price lists to cater to its various customer segments—this means customers only see the prices applicable to them when they sign in.

### 4. Edit confirmed orders



With WizCommerce, orders can be modified post-submission, allowing seamless updates for shipping or product changes.

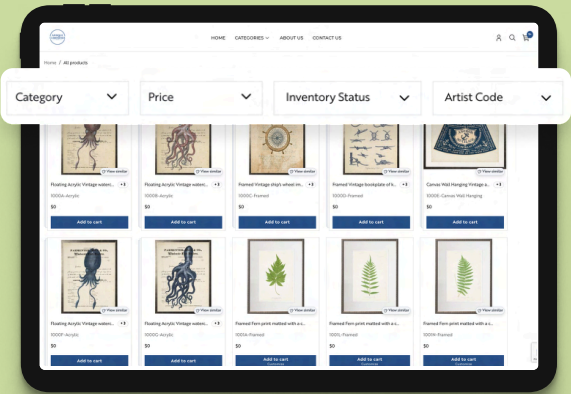
### 5. Customer account management



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

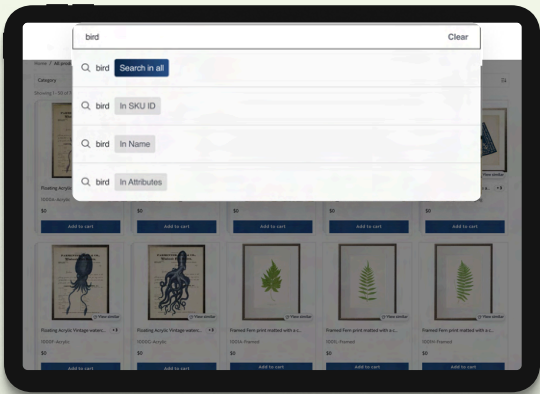
# Seamless product discovery

## 1. Attribute-level filters



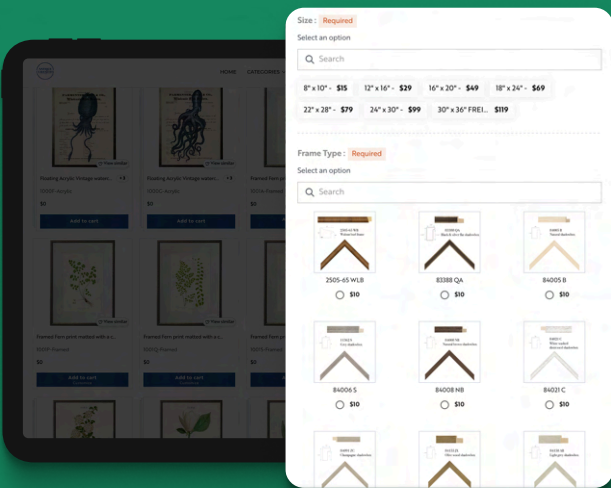
Every product attribute becomes a filter to simplify and speed up product discovery across a vast inventory. Sort functionality further simplifies product search.

## 2. Smart search functionality



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

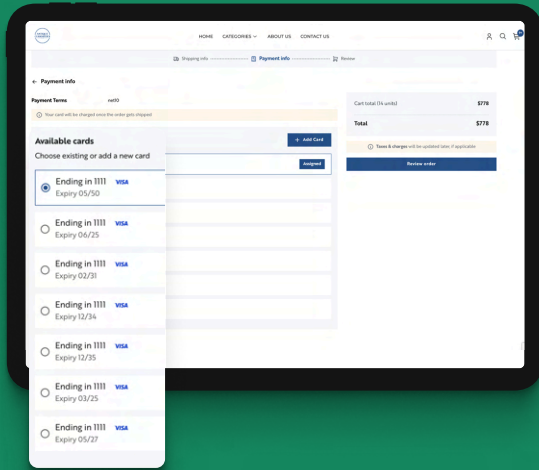
## 3. Modifiers for custom products



WizCommerce helped Antique Curiosities effortlessly offer customizable framed art. Customers can select from multiple frame styles, matting options, and artwork sizes—dynamically updating SKU IDs and pricing in real-time, simplifying order management and providing a smooth customer experience.

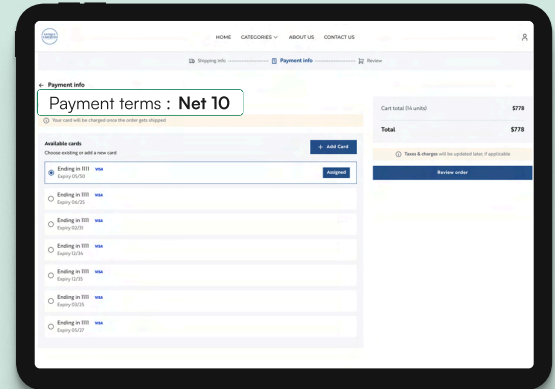
# Integrated payment solutions

## 1. Multiple payment methods



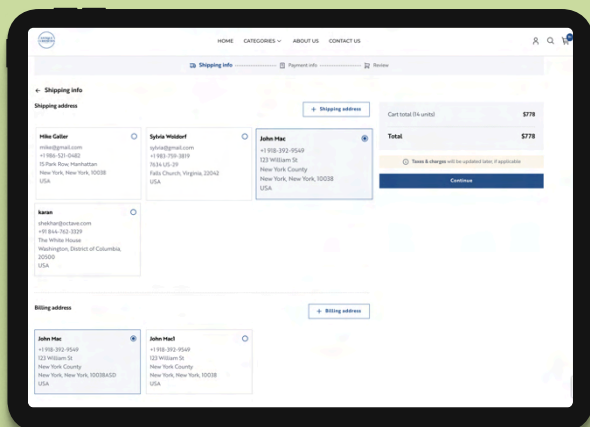
WizCommerce equipped Antique Curiosities to accept payments swiftly and securely by saving card details on the website itself.

## 2. Customized net terms



Antique Curiosities can now offer custom net terms, such as net 30, net 60, etc., to suit customers' business needs.

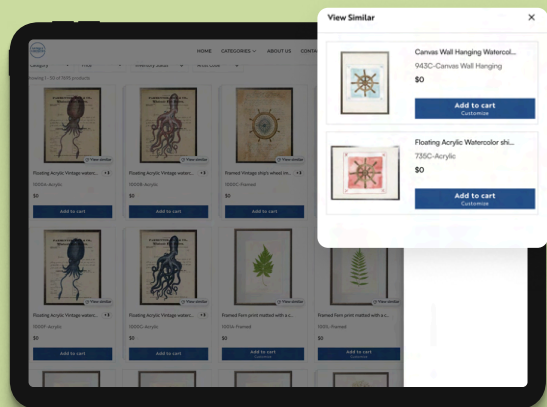
## 3. Flexible checkout process



The most flexible B2B checkout experience, allowing for notes, preferred shipping dates, and multiple billing and shipping options.

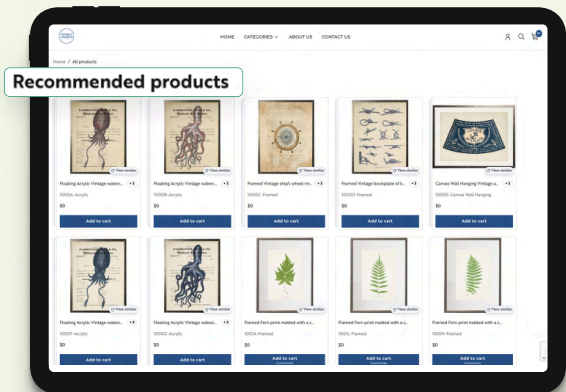
# Sell more with AI recommendations

## 1. View similar



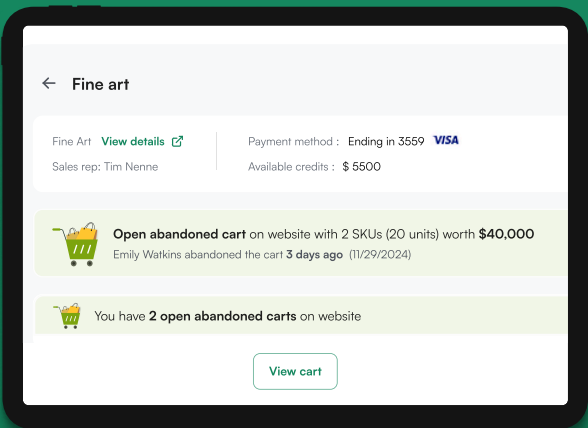
WizCommerce’s AI-driven 'view similar' feature recommends alternatives for out-of-stock products, ensuring no sale is lost even if an item is out of stock. This feature has significantly boosted sales for Antique Curiosities.

## 2. Personalized recommendations



Customers see product recommendations as per their preferences based on purchase history and buying patterns.

## 3. Abandoned carts



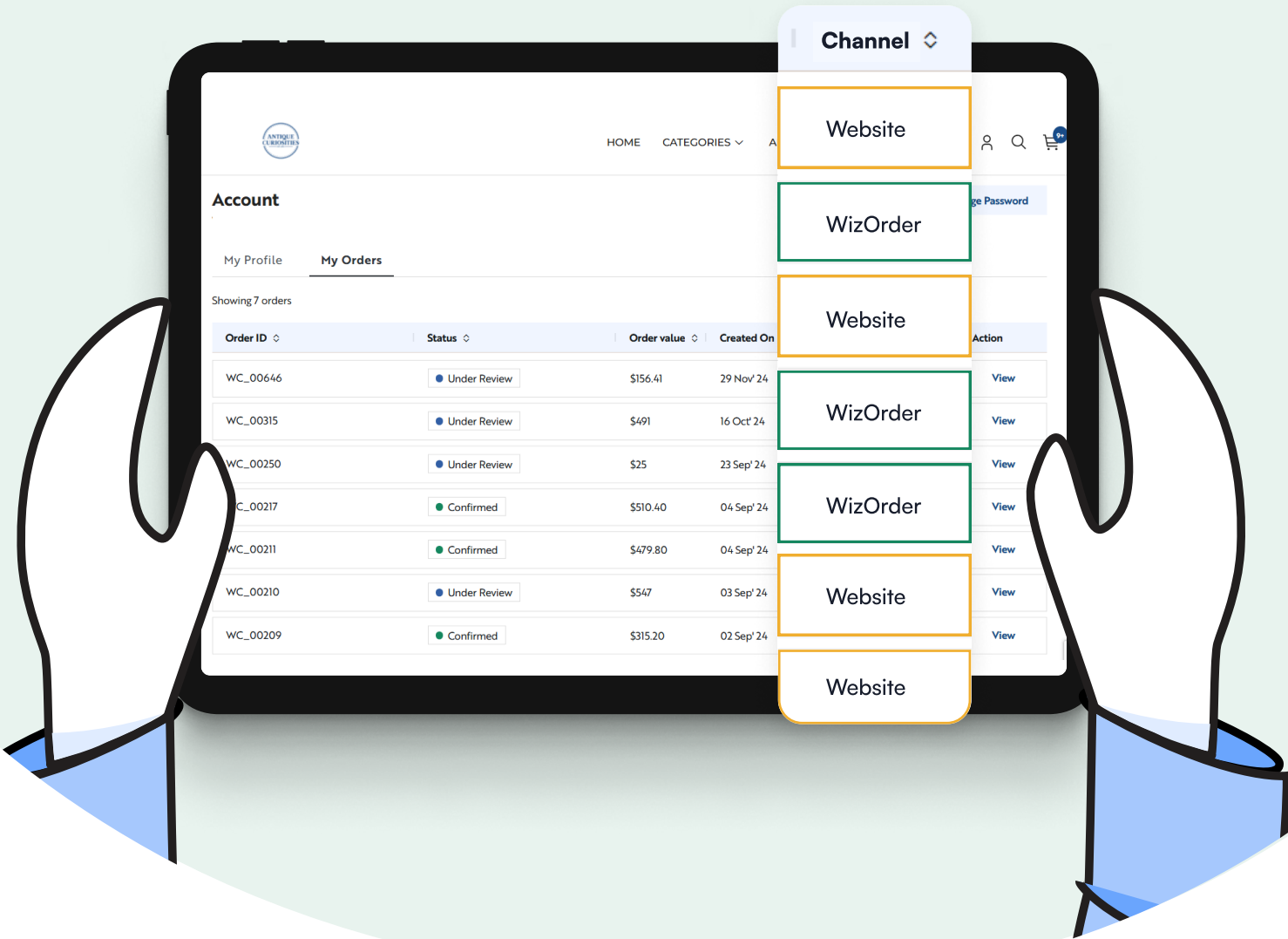
WizCommerce’s AI-driven recommendation engine is helping sales reps get notified of abandoned carts, empowering them to reach out to customers proactively and close the deal!



# Seamlessly connected systems:

## 360-degree visibility for customers

Antique Curiosities has empowered its customers with **unparalleled visibility**: They can view their order history across channels. All their orders from the sales rep app and website are conveniently visible in one place.





# Results unlocked



Our customers love being able to see all their options and orders in one place. It's a much more professional version of Antique Curiosities than it used to be.

*-Allison McCall, Owner, Antique Curiosities*

**Faster and simpler**  
order entry, saving time  
for the team.

**New framed options  
& formats** are now  
clearly displayed,  
helping customers  
make informed  
decisions and  
increasing sales.

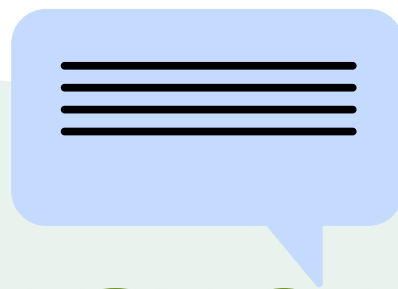
**Increased online orders**  
with larger average sizes  
due to the intuitive  
ecommerce platform.

From **intuitive search  
tools** to unified order  
histories, customers now  
enjoy a seamless  
experience.

# Results unlocked



Revenue growth from the website



Drop in website navigation queries  
by streamlining a clunky website  
experience



Hours saved because of  
faster order entry

# We're not just a platform but a partner throughout your implementation journey



Every time I've had a problem, WizCommerce's team has been there, holding our hand through the process. It's been exceptional.

*-Allison McCall, Owner, Antique Curiosities*

**Transitioning from Antique Curiosities'** existing tools was no small task, given their extensive product catalog and complex customization options. But with WizCommerce's dedicated onboarding and support team, **the journey was seamless.**

From day one, the **WizCommerce** team worked closely with Antique Curiosities to understand their unique requirements. The challenges of **migrating an extensive, unstructured Excel dataset were tackled head-on.**

The team streamlined thousands of entries, ensuring accuracy and consistency across product information, modifiers, and attributes. A well-organized database was built, enabling smoother operations and paving the way for intuitive product management.

**Our support didn't end after onboarding—it only began.**



Zero-Effort Implementation  
in <30 days



24\*7 Customer Support  
Even on Weekends



A Dedicated Customer  
Success Manager

# WizCommerce, a true game-changer for **Antique Curiosities**



I highly recommend WizCommerce. Their deep understanding of the wholesale business sets them apart, especially when addressing the unique needs of B2B versus B2C. I've worked with many systems before, but this is the first time I truly feel understood.

*-Allison McCall, Owner, Antique Curiosities*

**WizCommerce** didn't just improve Antique Curiosities' operations—it transformed them. They **overcame the challenges** of traditional platforms and created a seamless shopping experience for their customers—unlocking a **20% revenue growth** from the website. This partnership underscores the importance of choosing a solution that deeply understands the nuances of B2B wholesale.





**Bring the transformative  
power of WizCommerce to  
your wholesale business.**

Do you want to get your website  
designed for free in **3 days?**

**Book a meeting**



**WizCommerce**

