

## Trophy Skin saves 600+ hours by automating order-to-fulfillment

Customer  
**Trophy Skin**

Product  
**Shopify-NetSuite SmartConnector**

### About Trophy Skin

Trophy Skin is a luxury beauty company specializing in skincare devices for at-home use. The company's website, [www.TrophySkin.com](http://www.TrophySkin.com), offers a proprietary line of beauty technologies that include microdermabrasion and light-therapy product lines.

### Background

Launched in 2010, Trophy Skin sells its products using these channels:

- Website using Shopify eCommerce platform
- QVC (TV and online)
- Flash sales sites, beauty websites, and other home shopping channels
- Amazon (Seller Central, Vendor Express)

For U.S. orders, Trophy Skin products are imported to the U.S. from a contract manufacturer in China and fulfilled via its 3PL partner. To keep pace with the company's growth, Trophy Skin migrated to NetSuite and used Celigo's Shopify-NetSuite SmartConnector to automatically bring Shopify orders and customer information into NetSuite upon customer checkout.



The bottom line is our ability to scale. By automating our processes with Celigo, we no longer have to manually touch any website orders. That's huge for us – it's our bread-and-butter.

— **RACHEL HARRIS,**  
DIRECTOR OF OPERATIONS

## TROPHY SKIN

DISCOVER YOUR BEST SKIN

Web Site  
[www.trophyskin.com](http://www.trophyskin.com)

## The Challenge

Even though orders were automatically sent from Shopify to NetSuite using Celigo's connector, Trophy Skin's Customer Service rep still had to manually push all website orders to the 3PL partner for fulfillment. A rep had to manually initiate sending order information to the 3PL partner and manually verify order information – spending up to 1.5 hours per order.

When Trophy Skin was featured as QVC's "The Special of the Day," the website processed 1,200 incoming orders within three hours of being on air – nearly a ten-fold increase from an average 150 orders per week. It was painfully clear that the order process not only delayed fulfillment times but was also not scalable, especially with the company's ambitious growth targets for the next two years.

"If we're going to continue to grow, we can't touch every single order that comes in. Our time needs to be spent on providing best-in-class customer service rather than on manual order processing," said Rachel Harris, Director of Operations for Trophy Skin.

## The Solution

After consulting with Celigo and the 3PL partner, the Celigo Shopify connector was configured to send order information from Shopify to both NetSuite and the 3PL system upon customer checkout. Once orders are fulfilled, shipping information is automatically sent from the 3PL to Shopify and NetSuite.

"Celigo is helping automate 100% of our website orders so that they can be processed without Customer Service needing to touch them at all, which then frees up our time to focus on customer service and not on data processing," remarked Harris. As an added bonus, Trophy Skin's free shipping offer is further sweetened by its ability to send tracking numbers the same day if an order is placed before 2 p.m., delivering a level of service not expected by the customer.

## Bottom Line

Trophy Skin is looking to double their orders by the end of the year, and to grow their business by a factor of ten over two years. Having efficient, automated processes – including a "touchless" order-to-fulfillment process – is essential for scaling operations to hit growth targets.

By fully automating the order-to-fulfillment process with Celigo's Shopify connector, website orders are now being fulfilled within **10 minutes** compared to the previous **90 minutes**, significantly increasing same-day fulfillment of website orders.

Automation is also saving Trophy Skin more than **600 person-hours a month**. High-value resources are no longer working on tedious, low-value data processing but are instead focused on activities that fuel business growth and deliver on Trophy Skin's promise of spa-quality skincare at home.



With the Shopify Connector in place, if an order is placed by 2 p.m. the customer will see their tracking number that very same day, which is a nice surprise when shipping is free, and a great differentiator for Trophy Skin.

— **RACHEL HARRIS,**  
DIRECTOR OF OPERATIONS

### About Celigo

Headquartered in San Mateo, Celigo is pioneering the future of application integration. Celigo's SmartConnectors™ are prebuilt integrations that connect independent SaaS applications together seamlessly. These connectors are backed by the integrator.io, an easy-to-use integration middleware platform for building custom integrations.

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