How Indian Touch of Gallup Generated $279,000 in New Revenue in Just 5 Months with WizCommerce

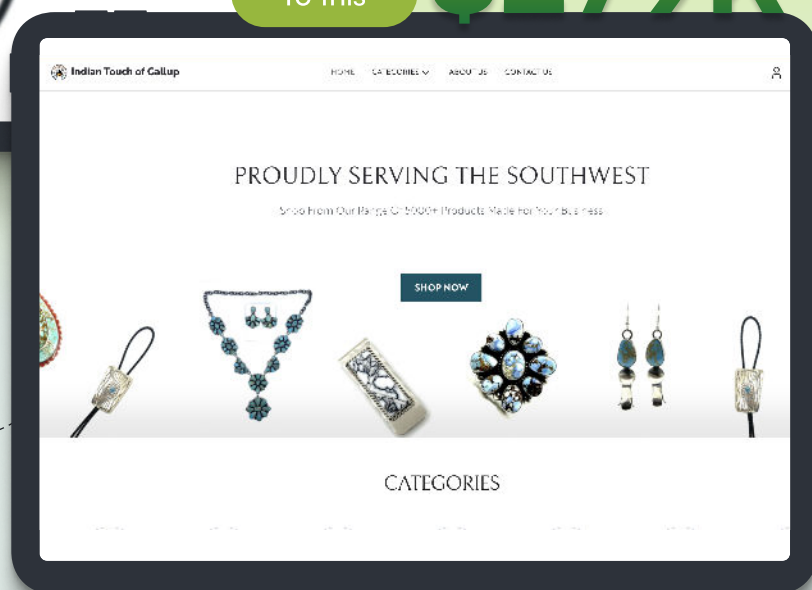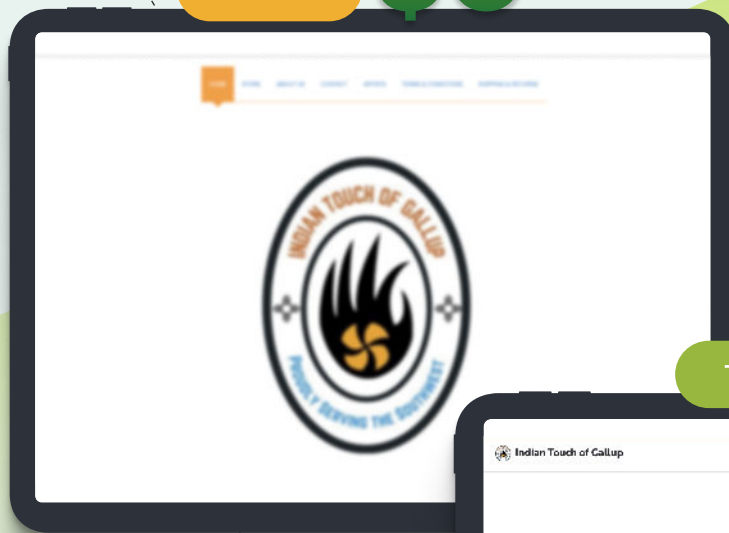## Transforming Wholesale Success:
Scaling Online with a B2B eCommerce Platform

From this **$0**

To this **$279K**

PROUDLY SERVING THE SOUTHWEST

Shop From Our Range Of 5000+ Products Made For Your Business

SHOP NOW

CATEGORIES

Indian Touch of Gallup

HOME   CATEGORIES   ABOUT US   CONTACT US

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About Indian Touch of Gallup

Established in 1974 by the Ayesh family, Indian Touch of Gallup has grown from a passion for Native American jewelry into a global wholesale distributor of handmade treasures. With a curated collection featuring jewelry, pottery, knives, and more, they connect talented artisans to a worldwide clientele, ensuring each piece tells a story of beauty and cultural significance.

Industry

Jewelry wholesale

Company Size

15-20 employees

Headquarters

Gallup, New Mexico

Founded

1974

Their Vision

Build lasting relationships between artisans and customers.

Showcase the beauty and diversity of **handmade craftsmanship**.

Make sourcing unique, **high-quality products** seamless for their customers

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Indian Touch of Gallup realized that to achieve this vision, they needed to digitalize their wholesale operations and embrace innovation.

By creating a **modern, user-friendly B2B ecommerce platform** tailored to their customers' needs, Indian Touch of Gallup could streamline processes, enhance accessibility, and uphold their commitment to connecting artisans with the world.

The Challenge

Couldn't meet customers' online shopping needs

We felt like we have a lot of customers that don't like to shop in person or via text messages and FaceTime—they wanted a website to shop on their own. We tried Wix and Shopify, but they couldn't meet our requirements.

-Abed Ayesh, Manager, Indian Touch of Gallup

Failed attempts with other platforms

B2C platforms like Wix and Shopify **lacked critical wholesale features** such as price-lock before login, custom price lists, card-on-file, net terms, etc.

These platforms **required developer involvement**, increasing costs and delaying time-to-market.

After **3-4 failed attempts** with these providers, the team realized it was time to look for a better solution.

Scattered data and manual processes

Indian Touch of Gallup **relied heavily on Excel** for customer management, leading to scattered, duplicated, and inconsistent data.

Orders and inventory were managed through a mix of **texting, emailing, photo sharing, and FaceTiming.**
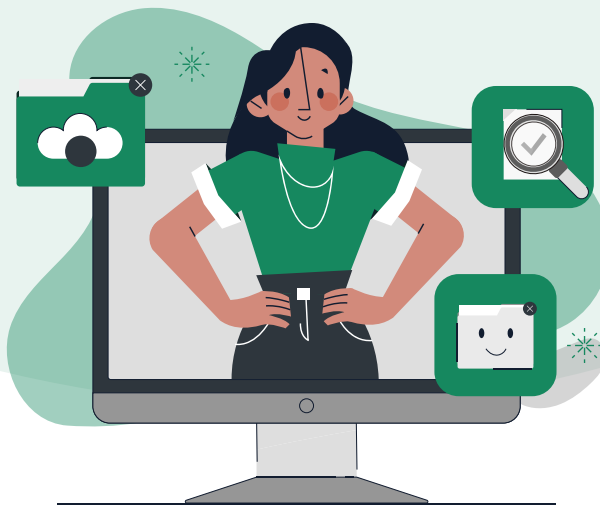
Why WizCommerce **stood out**

★★★★★

> WizCommerce provided us the platform we always needed and helped us evolve and bring our operations into 2024.
>
> *-Abed Ayesh, Manager, Indian Touch of Gallup*

To align with their vision and meet customer expectations, Indian Touch of Gallup sought an out-of-the-box solution that:

Digitalized and streamlined their manual processes

Supported wholesale-specific workflows

Had a user-friendly interface for an intuitive buyer experience

Eliminated the need for developer support to go live

WizCommerce met Indian Touch of Gallup's exact needs and then some.

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

## WizCommerce came in with features designed for wholesale

WizCommerce's customer portal is tailored perfectly for wholesale businesses, offering essential features for our operations. Unlike most platforms designed for B2C, WizCommerce truly understands what wholesalers need.

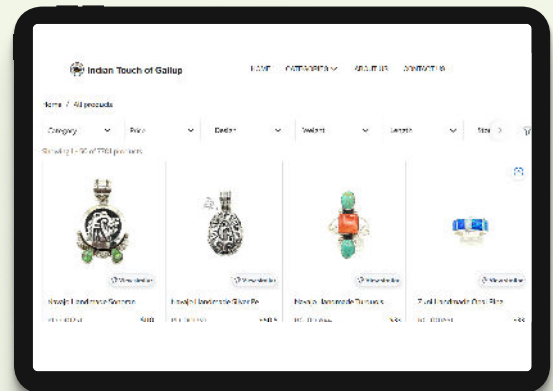*-Abed Ayesh, Manager, Indian Touch of Gallup*

# Features built for wholesale ecommerce

1. Customer approval workflows

Reject | **Approve & add customer**
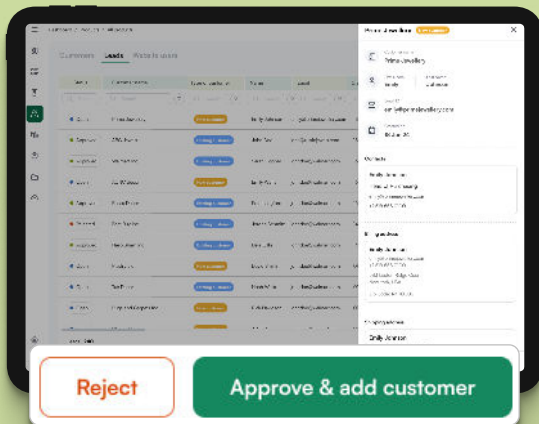
WizCommerce empowered Gallup with approval workflows to simplify onboarding—now they can review users before granting them access to their B2B ecommerce website.

2. Custom price lists

With WizCommerce's customized price lists, Indian Touch of Gallup 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.

3. One-click re-order flows
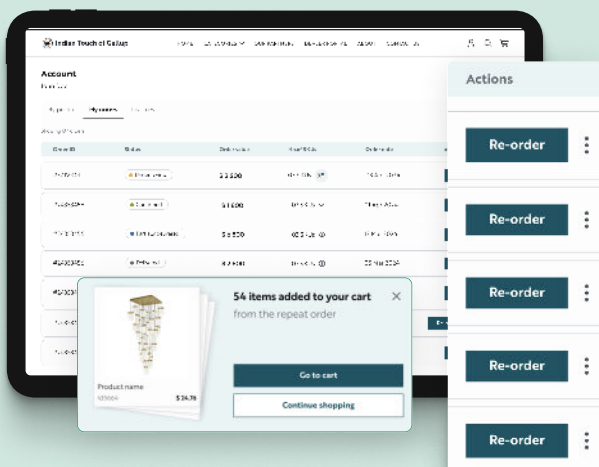
Indian Touch of Gallup unlocked a one-click re-order process with pre-saved addresses & payment details to facilitate easy re-ordering for customers who frequently purchase the same items.
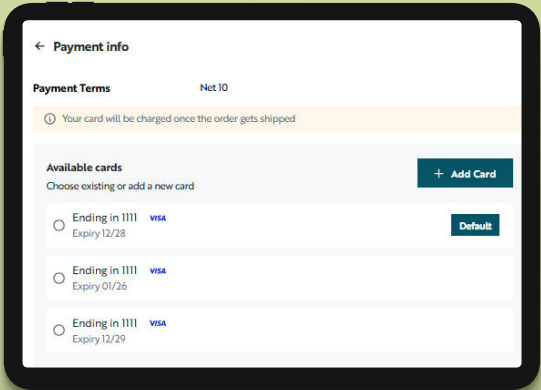
4. Customer account management
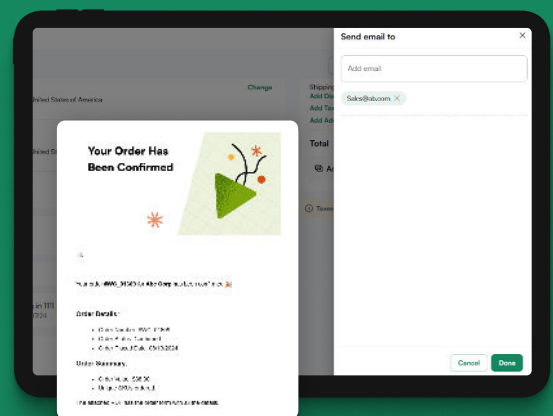
WizCommerce empowered the team at Gallup to send automated emails for order confirmations, payments, shipping updates, etc., keeping customers in the loop and saving customer service hours spent on manual communication.
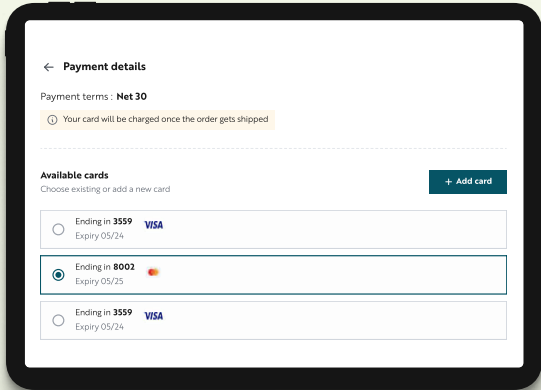
Integrated payment solutions
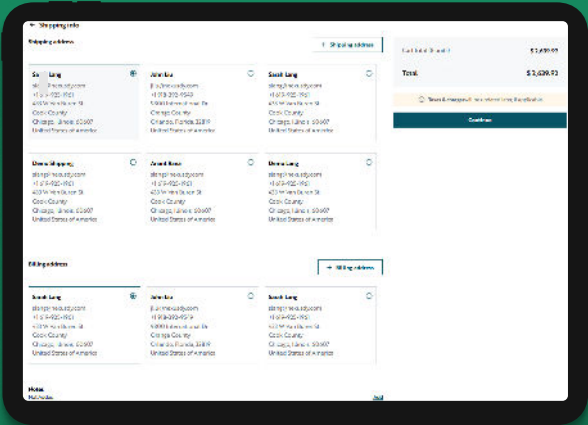
1. Multiple payment methods

WizCommerce equipped Indian Touch of Gallup to accept payments swiftly and securely by saving card details on the website itself.

2. Customized net terms

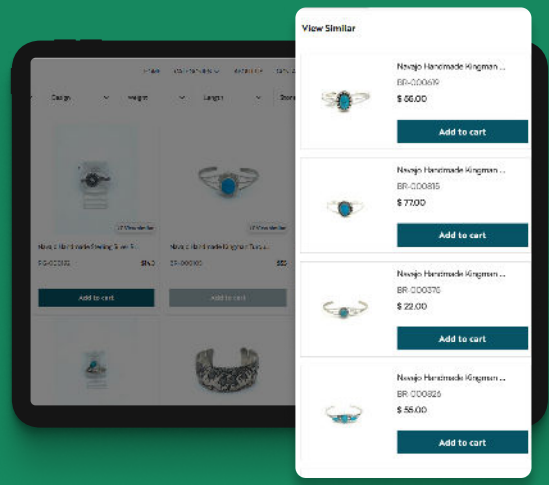Indian Touch of Gallup can now offer custom net terms, such as net 30, net 60, etc.,to suit customers' business needs.

3. Flexible checkout process

Provide the most flexible B2B checkout experience, allowing for notes, preferred shipping dates, and multiple billing and shipping options
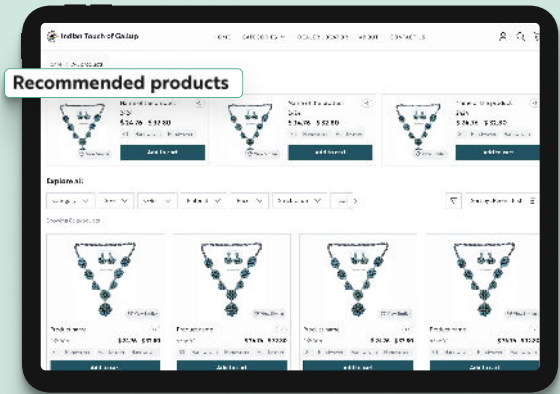
# Sell more with AI recommendations

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 Indian Touch of Gallup.

2. Personalized recommendations

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

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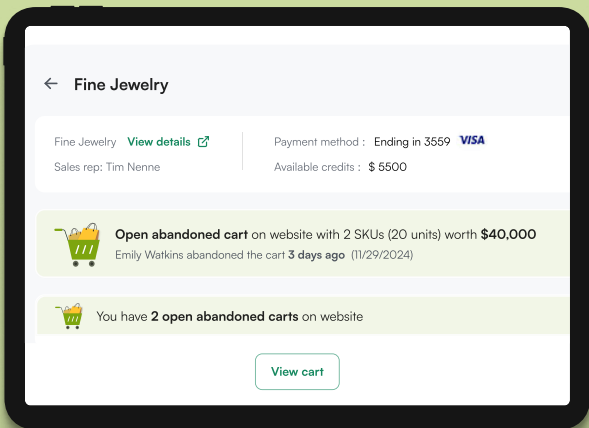
WizCommerce's AI-driven recommendation engine is helping sales reps get notified of abandoned carts, empowering them to reach out to customers proactively and close the deal!
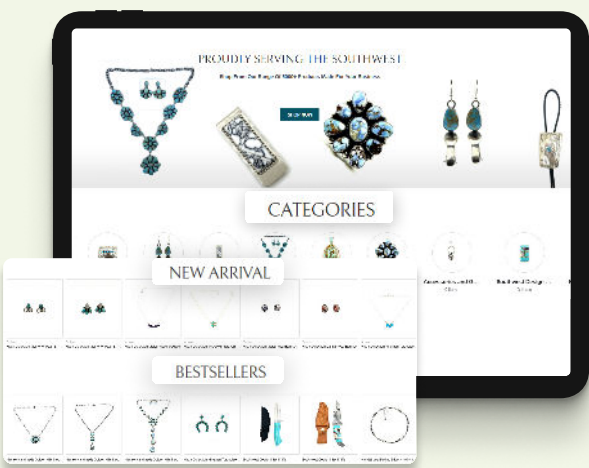
WizCommerce

Seamless product discovery
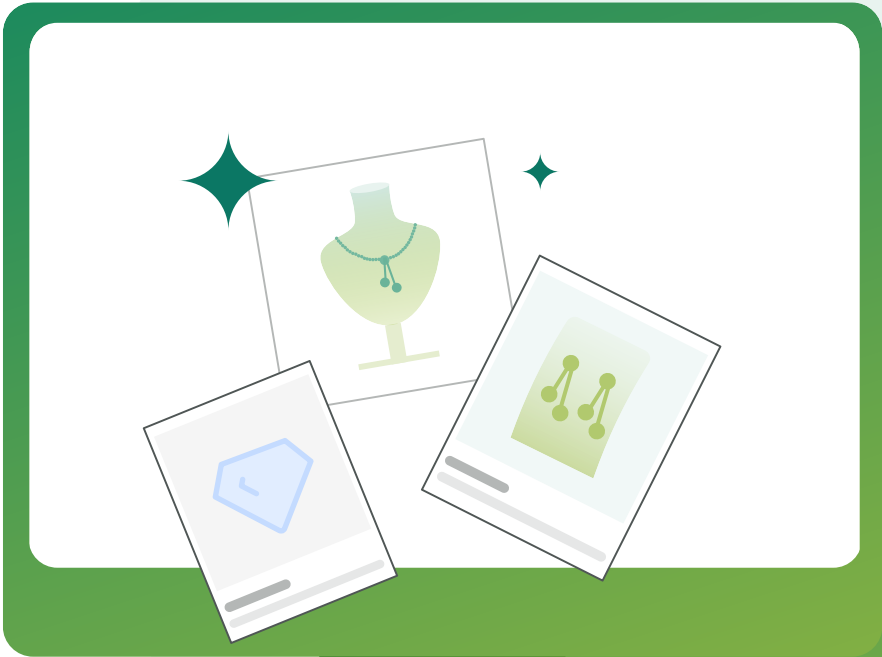
1. Attribute-level filters
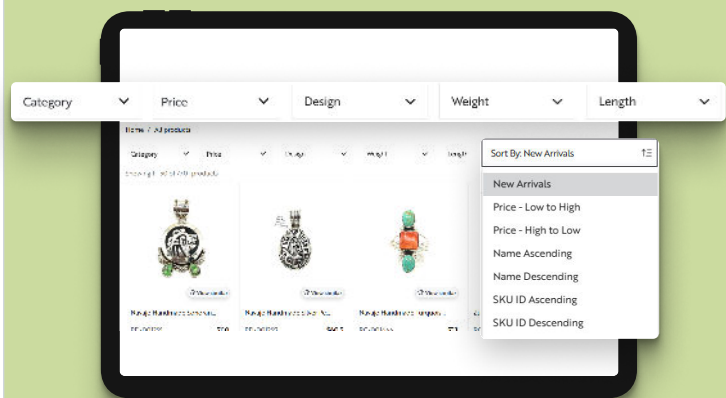
Every product attribute becomes a filter to simplify and speed up product discovery across a vast inventory. Sort functionality further simplifies product search.

2. Custom product showcase

Indian Touch of Gallup can display their products in custom, intuitive selections such as Categories, New Arrivals, Best Sellers, etc

Seamlessly connected systems: 360-degree visibility for customers

Indian Touch of Gallup 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

50
NEW LEADS EVERY MONTH
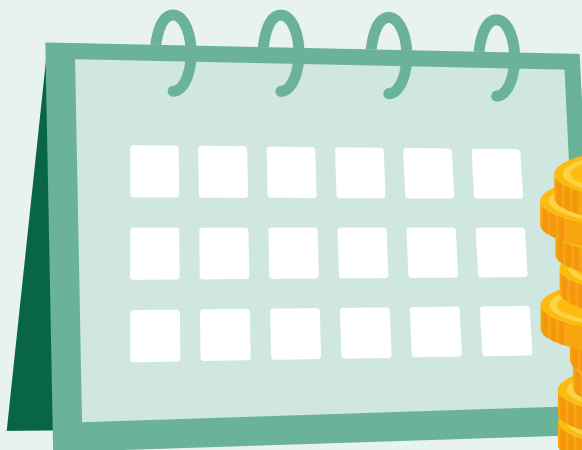
$279,000
NEW REVENUE GENERATED IN 5 MONTHS

> Partnering with WizCommerce.com has been a game-changer for Indian Touch of Gallup. WizCommerce has not only streamlined our operations but also opened up new revenue streams, and we couldn't be more satisfied with the partnership.
>
> *-Abed Ayesh, Manager, Indian Touch of Gallup*

WizCommerce

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

For Indian Touch of Gallup, building a website wasn't just a technical task—it was their **first step into the digital world.** We partnered with them every step of the way, **digitizing their entire product catalog, mapping attributes to SKUs, removing/ merging duplicate entries,** etc., to ensure everything was set up perfectly.

With WizCommerce, they didn't just get a platform; they got a dedicated partner to make their vision a reality.
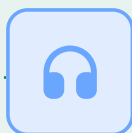
★★★★★

WizCommerce's support is exceptional—fast, personal, and always available. Unlike Wix or Shopify, they respond quickly and go the extra mile, even hopping on calls or Zoom to resolve issues.

-Abed Ayesh, Manager, Indian Touch of Gallup

Zero-Effort Implementation in <30 days

24*7 Customer Support Even on Weekends

A Dedicated Customer Success Manager

WizCommerce, a true game-changer for Indian Touch of Gallup

WizCommerce didn't just improve Indian Touch of Gallup's operations—it transformed them. They overcame the challenges of traditional platforms, built a robust online presence, and created a seamless shopping experience for their customers. WizCommerce didn't just help them launch a website— it empowered them to unlock a new revenue stream, adding 50 monthly leads and **$279,000** in **5 months.**

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