

PARAVEL

ABOUT THE COMPANY

Paravel is a sustainable travel brand dedicated to exploring the world while minimizing our carbon footprint.

Originally known for its fold up bag; an Oprah's favorite travel gear.

INDUSTRY : Retail

TECHNOLOGY

- Shopify Plus
 - Multi-Source Inventory
 - BrightPearl
 - Celigo
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WESUPPLY PRODUCTS USED

- Branded Tracking Experience
 - Split Shipment View
 - Proactive Notifications via Email & SMS
 - Klaviyo
 - Attentive
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Paravel Optimizes the Delivery Experience of Bundle and Personalized Items sourced from multiple warehouses.

CHALLENGE

Paravels digital strategy embraces Personalized Bundled products that are sourced based on the type of personalization and products purchased from multiple warehouses. While split shipments are already challenging it becomes even more complex when they need to be further personalized with a monogram at a different location and then shipped separately.

The bundle product in Paravels system was actually a virtual product, and it was an extra layer of complexity that needed to be solved.

Order information existed in multiple systems, Shopify, Bright Pearl, multiple 3PL systems.

Paravel needed a solution that brings together all this information, splits the bundle product into actual products, notifies the customer about the personalization status and offers clear visibility into the status of each shipment.

SOLUTION

We worked closely with Sellry (Shopify Plus Solution Partner) to implement all Paravels order data points via Celigo into the WeSupply platform.

By implementing WeSupply, Paravel was able to:

- Split Bundle products into actual products, and provide the customer updates on each product
- Implemented custom order statuses for personalization
- Centralized all order information in one place
- Notified the customer about the order status regardless where the product was sourced from.

THE BOTTOM LINE

While initially it seemed that it's impossible to solve for all order scenarios from all external systems with different order statuses and data points, using WeSupplies powerful API we were able to accommodate even for the wildest requests.