



CASE STUDY

Lifestyles Sports

A family-owned company rooted in the world of sports and fashion for nearly 50 years, Lifestyles Sports specializes in providing top-notch sporting goods for athletes and enthusiasts, durable workwear and footwear for hardworking professionals, and premium medical scrubs for healthcare heroes.

The Challenge

Lifestyles Sports needed a more efficient way to manage their online stores, since their outdated platform wasn't keeping up with the pace of business. They were looking for a true partner as they scaled.

"With the past vendors that we used, you would have to sit and wait for an answer."

Key Goals

- Real-time inventory tracking
- Efficient store setup and purchasing
- Excellent customer service
- Easy for new staff to learn

"We wanted a software solution that would allow us to grow in our own way, that would evolve with us."



A store that used to take me one to two hours to build now takes just 15 minutes.

Taylor Dimitrakakis, Operations Manager, Lifestyles Sports



The Solution

Chippily delivered greater efficiency for Lifestyles Sports, with faster store builds made possible by templates, store-copying capabilities, live inventory feeds, and automated purchasing.

It also enhanced the experience for Lifestyles Sports' customers by allowing them to showcase their own branding within stores and access real-time sales data.

Since switching to Chippily, Lifestyles Sports has grown its team to include additional sales representatives, a dedicated store builder, and a customer service professional.

Chippily is powering thousands of small businesses – businesses like ours that need to run as efficiently as possible.



Results

Partners in Growth

"Most software companies just hand you the platform and say, 'Use it however you want.' But Chippily is constantly evolving based on real-world experience."

Faster Store Builds & Processing

"Copying stores has been a game changer. I can duplicate a store, swap the logos and colors, and be done, without having to start from scratch every time."

Simplified Sales Team Onboarding

"We encourage our sales team, especially the newer ones, to utilize the templates because it's a great starting point."

Improved Customer Experience

"Giving customers backend access has been huge. It creates full transparency and eliminates so many of the questions we used to get. Now we can just say, 'Here's your link and password – check it anytime!'"

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