



CASE STUDY

Midwest Sporting Goods

Midwest Sporting Goods is a family owned and operated sports outfitter. For almost 50 years they have been taking care of teams head to toe with the goal of offering the highest quality service and products to keep athletes safe while optimizing their performance.

The Challenge

Midwest Sporting Goods needed a single system to streamline web stores for their customers and prospects across Oklahoma, Texas, Arkansas, and Southern Kansas.

"All of our reps were doing different things. With our previous online store platform, it just wasn't feasible for me to keep up with all of the stores our reps needed."

Key Goals

- A single platform to consolidate all of their online sales
- Efficient store setup to keep pace with their growing business
- Purpose-built system with features for team dealers

"We needed a system where everything could flow from start to finish a lot more seamlessly than it had been."



Everything on the platform was built by team dealers for team dealers, and that was apparent from the start.

Kami Stroope, Director of Online Sales, Midwest Sporting Goods



The Solution

Midwestern Sporting Goods made the transition to Chipply and never looked back.

"The customer service is truly what sets Chipply apart. I can email in or call in and speak to a real person, and everyone's willing to help."

Features like live inventory feeds, store templates, and automated purchasing helped them grow online sales without the hassle.

"If it's going to make you do your job better, easier, faster, and take all the headaches away, then why would you not switch to Chipply?"

"When you look at the options that are out there in our industry, it's just leaps and bounds above anything else that's available.



Results

Efficient Web Stores, End-to-End

"The whole process from start to finish is more efficient. It makes every part that much easier.

We've been able to build more online stores because I'm able to build them more efficiently, quicker."

Tools That Team Dealers Need

"Everything we needed as a team dealer to run our business was already in the works with Chipply. It made it such a seamless transition.

It really fit so well into what we were already doing in our business. We didn't have to mold what we were doing to work with the platform."

Supercharged Business Growth

"I couldn't do my job without Chipply. The amount of stores that I build in a year, there's no way I could do it without Chipply."

GET STARTED TODAY

chipply.com/get-started