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## Portfolio Client Showcase

### E-Commerce Website

### PalmBeachNutrition.com

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Palm Beach Nutrition was growing when they came to Arrow Consulting & Design and with the our Content Management System, E-Commerce platform and Search Engine Optimization services they more than increased their sales by nearly 60% in less than a year.

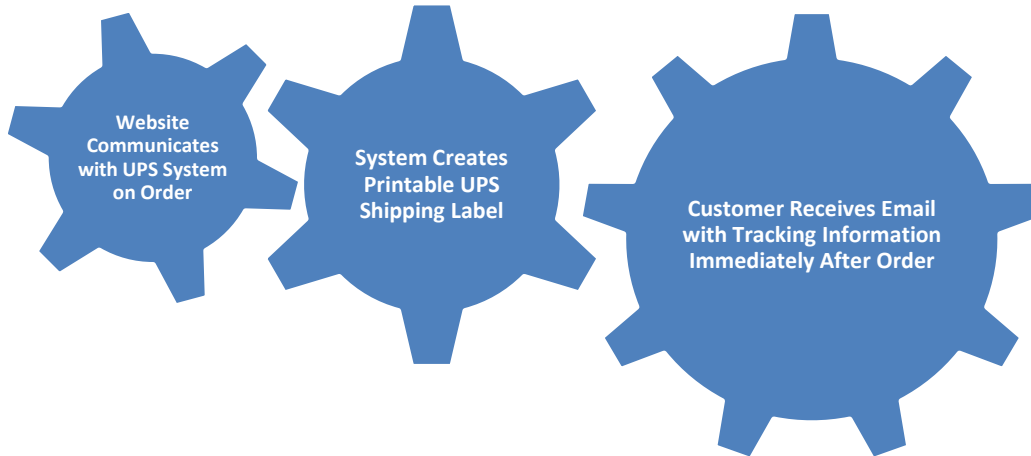
- Autoship Program
- Export to QuickBooks
- Search Engine Optimization
- Live Shipping Rates
- Tracking Integration with UPS
- Google Analytics Integration

### Automatic Shipping Integration with UPS

With Palm Beach Nutrition's growth came the need to be able to fulfill orders and notify customers of shipments easily. Here's the old way they fulfilled orders:



Arrow Consulting & Design helped Palm Beach Nutrition grow without adding any employees by creating an automated process for executing the non-necessary steps in the fulfillment process. With the new shipment process, the only manual fulfillment process is picking and packing the order.



## Autoship Continuity Program

Palm Beach Nutrition also wanted to add value to the service they offered their supplement clients by creating an Autoship program that rewards continuity customers with discounts and free shipping. We created a program for them that not only allows customers to be on a continuity program that gave special discounts and incentives, but allowed customers to manage their Autoship orders online through a simple interface.

The screenshot shows a web interface titled "Active Monthly Order Items". At the top, there are several action links: "Update My CC Information", "Update Next Ship Date", "Skip My Next Shipment", "Update Billing Address", "Update Shipping Address", and "Suspend My Entire Order". Below these links is a table with the following data:

Product ID	Product Name	Next Ship Date			Price
119	Royal Bee Skin Healing Cream	5/16/2007	Suspend Item	Skip Once	\$23.99
119	Royal Bee Skin Healing Cream	5/16/2007	Suspend Item	Skip Once	\$23.99
151	SOVEREIGN SILVER, 8oz Dropper-top	5/16/2007	Suspend Item	Skip Once	\$28.79

At the bottom right of the interface, the following summary is displayed:

Autoship Order Total: \$76.77  
5% Autoship Discount: -\$3.84  
**Discounted Order Total: \$72.93**

Below the summary, a message states: "This Order does not qualify for free shipping - add \$2.07 in products to your order to qualify!"