



OVERVIEW

Action Gear is South Africa's specialist in a wide range of high-tech outdoor and sporting gear that make adventures in South Africa more fun and enjoyable. The company stocks products like sports cameras, travel gadgets, the latest sporting technologies, watches, and much more. Action Gear's passion for outdoor technical products is only second to their passion for delivering excellent customer service.

KEY POINTS

Merchant: Action Gear
 Industry: Outdoor technology and gear
 Markets Served: Southern Africa
 Website: www.actiongear.co.za
 Project plan: 3 months
 Number of products: 1800

60%

MORE USERS ON THE SITE

75%

INCREASE IN NUMBER OF
TRANSACTIONS

130%

INCREASE IN REVENUE

30%

INCREASE IN AVERAGE ORDER
VALUE

200%

INCREASE IN MOBILE TRAFFIC

THE CHALLENGE

Before working with Vaimo, Action Gear's digital storefront ran on another platform that had reached the capacity of what it could offer, and the outdoor gear company wanted a platform that was scalable. Action Gear's ambition for their online presence was a modernised site with the ability to extend as the business grew. They wanted an improved search function, an updated home page and menu experience, and also an integration with one of South Africa's leading rewards programmes - eBucks.

THE SOLUTION

Vaimo developed a responsive storefront that is packed with state-of-the-art features, such as intuitive search, and an events module that allows customers to create events. As Action Gear is an outdoor adventure retailer, they wanted their customers to easily connect with outdoor events within their website. Vaimo also implemented an integration with a local rewards programme eBucks, which increases the payment options available to Action Gear's customers. The enhanced site offers easy and flowing navigation that culminates in a smooth user journey.

FEATURES IMPLEMENTED

- ✓ **VAIMO CMS**
- ✓ **INTUITIVE SEARCH**
- ✓ **INTEGRATION TO STOCK2STOP**
- ✓ **INTEGRATION TO PARCELNINJA**
- ✓ **EVENTS MODULE**
- ✓ **INTEGRATION TO EBUCKS**

PROJECT DELIVERY

An eight-member strong team from Action Gear's side ensured that no stone was left unturned in the discovery process. The collaboration between Vaimo and Action Gear was efficient and Action Gear's new web store was up and running within the allotted time frame. The project was a great learning experience for Vaimo South Africa, as it was their first time moving a web store from IEC to AJA. Vaimo continues to work with Action Gear to ensure a top quality customer shopping experience.

FUTURE ECOMMERCE PLANS

Action Gear plans to implement new modern features and functionality to their digital storefront that will make shopping easier and better for customers. The outdoor gear shop also plans to add new products and thereby diversify their product range.

“ We chose Magento because it's the world's leading eCommerce platform, with a wide variety of developers, partners, and knowledgeable individuals to back it up.

Warrick Kernes, Founder and Managing Director of Action Gear

“ After we chose Magento, the next logical step was to reach out to the best Magento solution partner. As Vaimo was the only Magento Gold Partner in South Africa, we went with Vaimo and after the deployment of our new web shop, we are glad we did.

Warrick Kernes, Founder and Managing Director of Action Gear

ABOUT VAIMO

Vaimo helps companies all over the world to achieve eCommerce success on the Magento platform. Vaimo is one of the top Magento solution providers and has delivered tailored eCommerce solutions to more than 400 brands and merchants. We pride ourselves in being certified Magento experts and offering full service eCommerce solutions that our clients can trust. We have an in-house team of 250+ specialists with offices located in 10 countries. Businesses choose Vaimo for best practice eCommerce.

CONTACT DETAILS

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Action Gear

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