



Explore Creates a Custom, Responsive Web Experience for COOLA Suncare

“Explore Consulting helped us to launch our new website, and we are receiving great feedback on the work done. We are thrilled to share the new design with our customers. Our goal is to allow customers to find products easier, learn about each collection and enjoy everything healthy sun protection has to offer. Having our new site integrated to our backend with the latest NetSuite technology is not only a benefit to us as a company, but we know the user experience will improve as well.”

– Tyler Porteous, VP Marketing & Business Development, Coola

Background: COOLA® is passionate about making healthy sunscreens people love to wear! Located in sunny and cool San Diego, California, this brand is on a quest to spoil your skin with the purest and eco-conscious products available. Incorporating a Farm to Face® value for sourcing local ingredients and Plant Protection®, COOLA products use as many natural, organic, sustainable, and locally sourced ingredients as possible.

Issue: Prior to partnering with Explore Consulting, COOLA® struggled with controlling and updating content via third party OpenCart plug ins. The process in place was neither secure or flexible with no ERP functionality.

Solution: COOLA® came to Explore Consulting in search of an all-encompassing omni-channel experience that underscored the premium feel of their goods. Explore delivered the ultimate omni-channel experience utilizing NetSuite and SuiteCommerce Advanced, a single cloud platform that combines e-Commerce, in-store POS, merchandising, marketing, inventory, financials, customer service, and order management with back office operations.

Results: Harnessing the power of NetSuite and SuiteCommerce Advanced, the Explore team



was able to create a completely custom, responsive mobile, web experience featuring a fully functional, sleek design.

The sophisticated platform affords a consistent and personalized cross-channel experience, targeted marketing, and superior customer service with a single view of all customer interactions and transactions across all touchpoints and channels.

Additionally, the ability to buy, fulfill, and return orders anywhere while maximizing profitability by centralizing order management and using single-view inventory across all channels allows for optimal order efficiency and allows COOLA® to continue focusing on developing their burgeoning brand.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems' needs.

Having specialized in SaaS solutions for more than 15 years, Explore Consulting is the largest and

most experienced NetSuite reseller and solution provider in the Northwestern United States. Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 12-time NetSuite Star Performer, won 27 NetSuite awards, has twice been named NetSuite Partner of the Year, Americas, and in 2016 was named NetSuite SuiteCommerce Partner of the Year.

For more information, visit <http://www.exploreconsulting.com>

