



Bright Minds, Brilliant Solutions

SUCCESS STORY
MARKETLIVE

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Interview with Roger Muckenfuss, Director of Account Management and Support Engineering for eCommerce vendor MarketLive

Client Profile



Roger Muckenfuss
MarketLive

Founded in 1995 and based in the San Francisco Bay area, MarketLive, Inc. is a leading provider of enterprise-class eCommerce retail technology services that help catalogers, retailers, direct marketers, and brand manufacturers sell goods and services online. Its enterprise-class eCommerce platform is one of the most retail-targeted and customizable solutions on the market, powering the websites of more than 100 mid to upper tier catalogers including such major brands as Armani, Neutrogena, Sports Chalet, Sundance, and John Deere.

“Our customer satisfaction is far above where it was before the transition.”

Early Challenges

MarketLive was looking for an outsourcing provider “that could scale with us. We are growing and have a variety of services that we need done and a true partner to help to fulfill,” said Roger Muckenfuss, Director of Account Management and Support Engineering for MarketLive.

“Very high on our list was a partner that we felt could provide us with the right leadership. Our selection criteria were not just about finding a partner that could provide us with extra hands. In evaluating our options, we valued how well the partner’s model matched our needs, the energy the management put into understanding our business and, in particular, the quality of the team leadership.



The management team at KMS impressed us. We were really excited to work with them.”

MarketLive turned to KMS for help on providing technical support and ongoing custom application development to meet customer requests. “The biggest relationship we have with KMS is in the support they provide and on-demand custom development. Many of these changes are feature enhancements that help improve our customer’s e-commerce revenue. The development environment is fast paced, we do about a thousand of these annually.”

Quality Assurance, defect resolution, platform development, and documentation are also performed by KMS on behalf of MarketLive. “KMS enhances and resolves issues on virtually all of our clients’ sites.”

KMS has a dedicated team for MarketLive assigned to conduct their Platform product modification and features enhancements. KMS also provides the QA and development work for many customer site upgrades.

Evaluation Process

The screenshot shows the MarketLive website header with navigation links: PLATFORM | SERVICES | CUSTOMERS | COMMERCE STRATEGIES | PARTNERS | CONNECTIONS. The main content area features a success story for Brown Jordan with a "Download" button. A sidebar on the right contains links to "END TO END COMMERCE PLATFORM", "FREE WHITEPAPER: 2012 MERCHANT GUIDE TO MAXIMIZING HOLIDAY SALES", "PARTNERSHIP KEY TO GROWING BROWN JORDAN'S ONLINE BUSINESS", and "Q3 2012 UPDATE: HOLDING STEADY INTO THE HOLIDAYS".

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MarketLive explored their outsourcing options, reviewing half a dozen IT development houses from India, Southeast Asia, Ireland and Europe. [KMS is headquartered in Atlanta with several offices in Ho Chi Minh City, Vietnam.]

“We looked at the closest competitor to KMS. We considered in particular several Indian partners. We looked at expanding our relationship with two firms for which we have existing relationships but decided instead to give most of the work to KMS,” said Roger.

Transition Far from Disruptive

“Far and above, the biggest accomplishment was the impact on customer satisfaction. We went through a well-planned and successful eight-month transition to KMS. Transitions of any kind typically disrupt the customer experience. That didn’t happen. Whereas we planned on improving service only after the transition, it was during the transition itself where we saw our customer satisfaction increase.

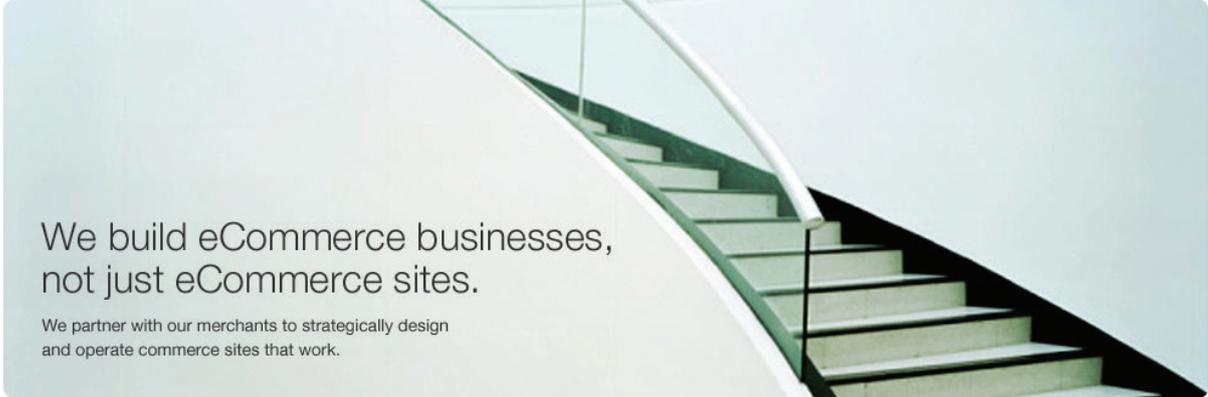
“A year after we completed the transition to KMS, our customer satisfaction is far above where it was before the transition.”

Service-level Goals Met

Prior to their relationship with KMS, MarketLive found it cumbersome to maintain a large amount of development backlog. Thanks to KMS the eCommerce vendor has maintained the responsiveness to its customers as defined by their service-level goals; now the company more consistently meets those goals.

“Our quality numbers have improved. We’re pleased with the impact that this transition has had on quality. Management and leadership on the KMS side have given us a competency in QA that we didn’t have previously. Their leadership and attention to quality processes have helped us improve all of our quality metrics,” says Roger.

Net Promoter Score Jumps



We build eCommerce businesses,
not just eCommerce sites.

We partner with our merchants to strategically design
and operate commerce sites that work.

“We use the Net Promoter Score to gauge client satisfaction. Our client satisfaction Net Promoter Score is far better than it was before the change. Our Net Promoter Score percentage has improved by 50 percent.”

Next Steps: Automating QA

Roger’s team is working with KMS to automate their quality assurance process. They have entered the proof of concept phase of automating QA, writing scripts and using tools to run QA on the MarketLive site.

“The management team at KMS has really distinguished itself from other options and partners that we’ve had. Probably one of the biggest reasons why we’ve been successful with KMS is the leadership there.”

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