

CASE STUDY: HERBAL DISPATCH

# Empowering Client Success Through Customized Development Solutions...



## Introduction

Herbal Dispatch is a reputable online dispensary known for delivering high-quality cannabis products to consumers. They aim to provide a seamless shopping experience that emphasizes quality, reliability, and customer satisfaction. Herbal Dispatch needed a custom Shopify app tailored to their specific requirements, including regulatory compliance, streamlined order management, and enhanced customer engagement.

# Project Objectives

Herbal Dispatch wanted a Shopify app that would:

**Streamline Order Processing:** Automate the fulfillment of orders while ensuring regulatory compliance.

**Inventory and Compliance Management:** Ensure stock levels align with regulations and optimize inventory handling.

**Enhanced Customer Engagement:** Incorporate features that keep customers informed and engaged throughout their journey.

**Detailed Reporting and Analytics:** Provide data-driven insights to help make informed business decisions.

# The Challenge

**Compliance and Security:** Ensuring the app meets all regulatory requirements for cannabis sales and is secure enough to protect sensitive customer data.

**Integration with Third-Party Systems:** The need to integrate the app with external systems for payment processing, inventory management, and compliance tracking.

**User Experience:** Building an intuitive user interface to provide Herbal Dispatch staff and customers with an easy-to-navigate experience.



# Client Expectations

To meet Herbal Dispatch's needs, a custom Shopify app was developed with the following core features:

- ✔ **Automated Order Processing:**
  - Streamlined order management with automation for high accuracy & efficiency.
  - Automatic verification processes to ensure orders meet compliance standards before fulfillment.
  
- ✔ **Inventory Management and Compliance:**
  - Real-time inventory tracking to prevent overselling and ensure product availability aligns with demand.
  - Compliance monitoring features to flag orders that might violate regulations.
  
- ✔ **Customer Engagement Tools:**
  - Order status notifications and product recommendation systems to keep customers engaged.
  - Personalized offers and reminders to increase repeat purchases.
  
- ✔ **Advanced Analytics and Reporting:**
  - Data dashboards for tracking key metrics, including sales trends, popular products, and inventory turnover.
  - Compliance reports generated automatically, ensuring adherence to cannabis



Dried Flower



Pre-Rolls



Concentrates



Vapes



Edibles



Oils and Capsules

## Platforms and Technologies Used



Shopify



Ecommerce

## Results and Impact

The Shopify app has been instrumental in helping Herbal Dispatch streamline operations and enhance the customer experience:

### **30% Reduction in Order Processing Time**

Automated systems reduced the manual workload, allowing staff to focus on customer support.


### **Compliance Assurance**

The app's compliance features have minimized risks, ensuring Herbal Dispatch operates within legal boundaries.

### **Increased Customer Retention**

With improved engagement tools, Herbal Dispatch saw a 25% increase in repeat customers.




## Conclusion

-  The custom Shopify app has empowered Herbal Dispatch with efficient order processing, robust compliance, and insightful analytics. By focusing on the specific needs of cannabis eCommerce, the app not only supports Herbal Dispatch's operations but also positions them for continued growth in a highly regulated market.



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