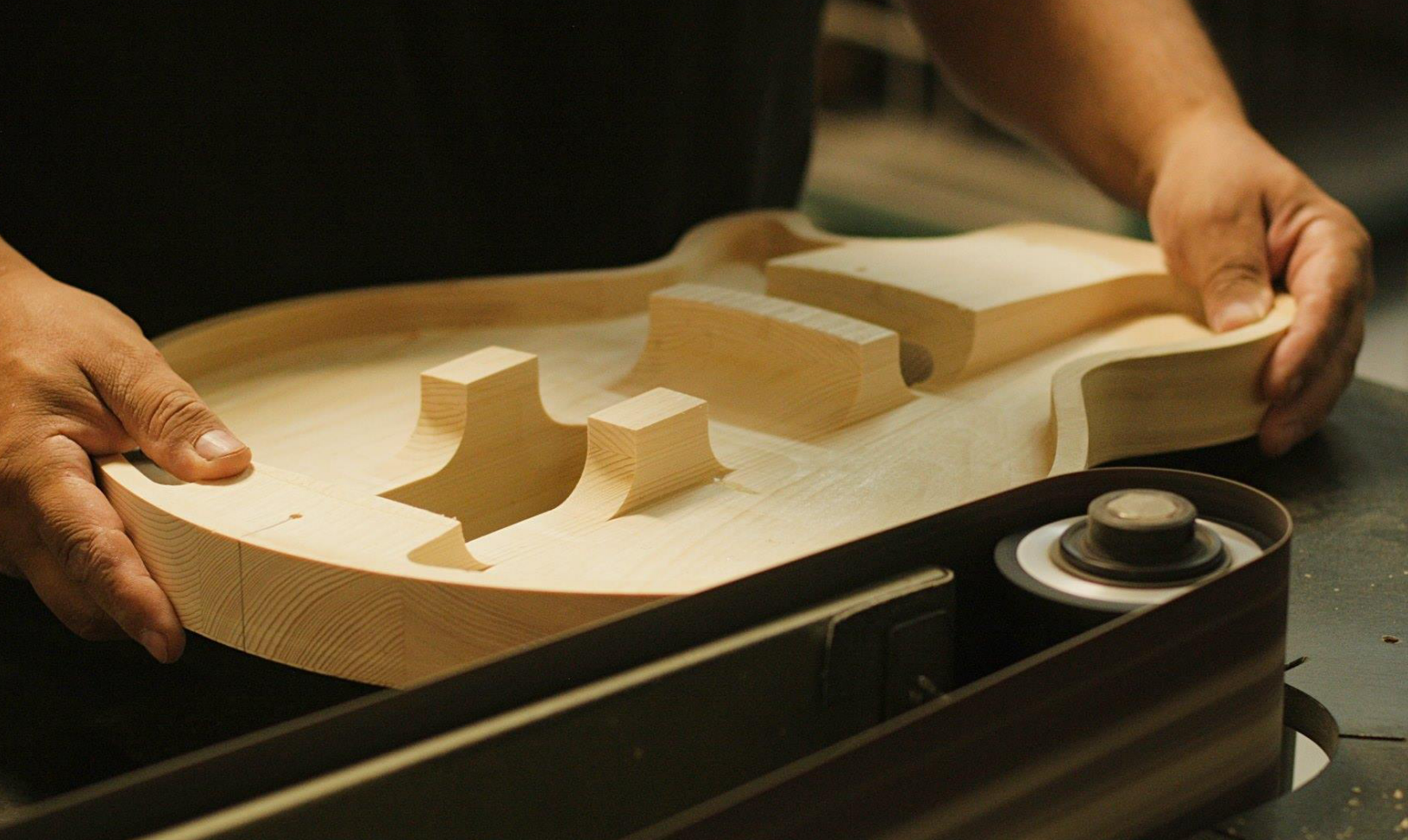




# **GODIN** Improves Consumer Experience and Expands Online Operations Through Quivers Collaboration





## **Quivers updated Godin's ecommerce operations, enabled it to go DTC and provided the flexibility to sell in multiple currencies on one website.**

Godin Guitars makes guitars under six different brand names: Seagull, Simon & Patrick, Norman, LaPatrie, Art & Lutherie and Godin. With such a large catalog split between these different brands, Godin was struggling to meet its ecommerce goals with Kibo, the platform it was using at the time.

The company also wanted to sell direct-to-consumer (DTC), seeing that this could be a profitable move. However, it was cautious of upsetting its strong dealer network and intent on not appearing to cannibalize its dealers' sales.

Godin had a big task on its hands: It wanted to sell its multiple brands online — to different markets and using different currencies — but was intent on keeping operations as streamlined as possible. Key stakeholders were wary of complicating matters and sought a simple streamlined solution to bringing Godin's catalog to the masses.



## THE COMPANY

**Robert Godin began making guitars in rural Quebec out of a passion for music and craftsmanship. His dedication to quality and ingenuity has allowed Godin to become one of North America's largest guitar manufacturers.**

Godin provides players all around the world with guitars that are unique, diverse and effortlessly enjoyable. Godin continues to evolve and shake up the industry through modern designs, thoughtful refinement and a commitment to handwork. There are six brands under the Godin family: Seagull, Simon & Patrick, Norman, LaPatrie, Art & Lutherie and Godin.



## THE CHALLENGE

# Godin needed to upgrade its ecommerce platform and find a way to sell online without upsetting its dealer network.

The first challenge for Godin would be to find a simple way to update its ecommerce operations to allow selling in different currencies. Given the complexity of having six different brand websites, Godin would need a solution ranking high for compatibility and flexibility.

Likewise, Godin had to find a way to reassure dealers that they weren't getting cut out of sales, so needed an effective, mutually beneficial method of sharing orders that wouldn't be overly complicated.

Godin had to show that with such a method, online orders could be shared with dealers who could fulfill on behalf of the brand, providing them with the opportunity to capture online sales they wouldn't otherwise have had access to.



## THE SOLUTION

**Quivers helped Godin update its ecommerce operations across all six brand websites, sell in different currencies, and actively engage dealers to eliminate channel conflict.**

Godin decided to leave Kibo but had different ecommerce platform needs for each of its brands. A single ecommerce platform was not chosen for each brand; rather, Quivers was given the job of implementing its software across various ecommerce platforms. This was made possible by Quivers' powerful yet highly compatible software suite.

A key piece of this jigsaw was Quivers HoverCart — a lightweight functionality that makes selling online easy. Through the use of HoverCart and other Quivers plugins, Godin was able to launch functional online stores with multiple currency options for all six of its guitar brands. This allowed Godin to appeal to their global customer base and made it much easier for them to make online purchases.

The implementation of Quivers' online platform also empowered the brands to share orders with their dealer networks. Big changes are often met with hesitation, but any initial doubts amongst dealers soon dissipated after receiving a demo of how the process works.

This expansion provided the perfect opportunity to increase conversions, drive orders retailers would have never had, and improve the overall consumer experience.

## THE RESULTS



Godin launched functional online stores for all six of its brands, **streamlining** previously complicated **online operations**.



Godin gained the possibility of **selling DTC in various currencies**, facilitating the global expansion of its customer base.



Godin **strengthened its relationship** with its dealer network and provided partnering retailers with the opportunity to share orders.

# Learn More About Quivers

To find out how we can help with your specific challenges, request a demo to learn more or visit us at [www.quivers.com](http://www.quivers.com).

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