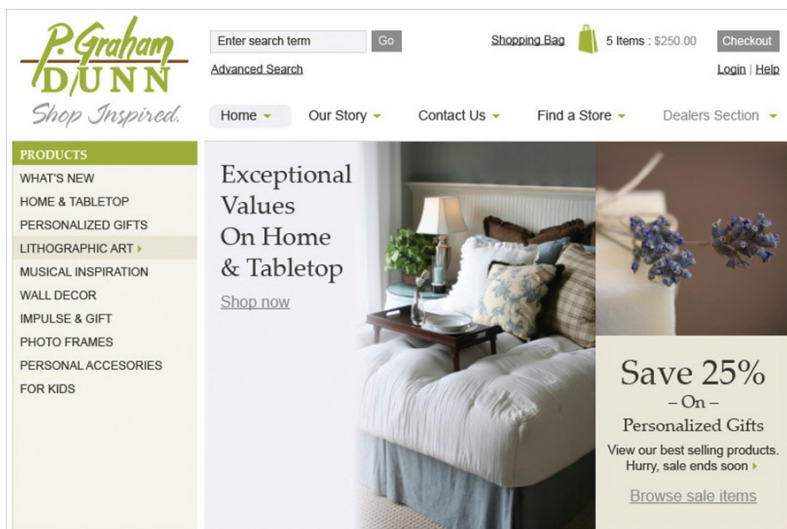


## Ecommerce Case Study

# P. Graham Dunn





**“We got everything that we were looking for. We definitely expect a lot more business now thanks to our new website.”**

–Joe Knutson, P. Graham Dunn

**Company**

P. Graham Dunn  
www.pgrahamdunn.com

**Founded**

1976

**Contact**

Joe Knutson,  
Retail Operations Manager

**Location**

Dalton, OH

**Business segment**

Home decor and artwork

## The Situation

P. Graham Dunn is a family owned and operated business, making inspirational art and home decor. Based in Dalton, Ohio, the business operates in a 140,000 square foot manufacturing facility. Inside the facility is an 18,000 square foot retail store and viewing gallery. P. Graham Dunn opened two stores in Gatlinburg, TN, a store in Branson, MO, Walnut Creek, OH, and in Crocker Park in Westlake, OH.

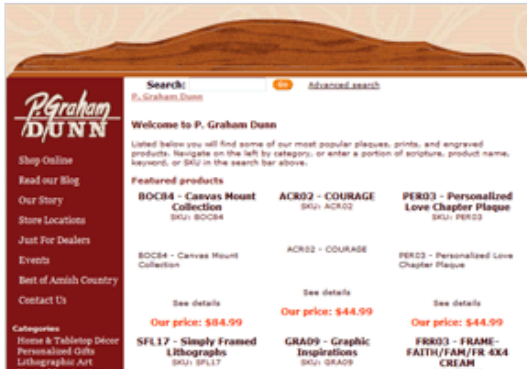
Business was thriving; store sales doubled almost every year during a five year stretch. However, its online sales, although profitable, were relatively stagnant. Retail Operations Manager Joe Knutson was frustrated with his website. “Our clunky website had little functionality. The images were displaying poorly and many of our products weren’t appearing. I definitely thought we were losing website orders.” Knutson was also concerned that P. Graham Dunn’s positive reputation that they’ve established and kept since 1978 was being greatly affected. “Because of the website, we felt like our brand was being tarnished.”

In addition, the website lacked ease of navigation, as customers were struggling with where they could find their favorite products. Plus, the second-rate client support Knutson received from the web solutions company he contracted with didn’t help either. “Our website was, by far, the weakest part of our business.”

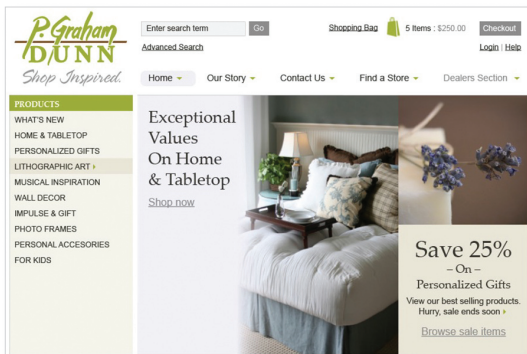
## Testing The Market

Knutson wanted to stop spending (and possibly losing) money on his website. He thought that X-Cart, the shopping cart software that was implemented, was to blame for his website’s lack of functionality. He decided to look into two other web solutions companies. “Both companies wanted me to change the software. They were very good in the selling end but, in terms of what we were ultimately looking for, they couldn’t deliver. X-Cart just did a lot more ... we figured we needed help in using it properly.” He went to X-Cart’s support center, and that’s where he discovered Kosmos Central.

After participating in a live demo with a Kosmos Central representative, Knutson realized X-Cart’s full potential. “Kosmos Central showed me how



Before



After

easy it was, with their solution, to take advantage of X-Cart’s wide-ranging functionality and customizability,” said Knutson. He then purchased Kosmos Central’s RMS eCommerce and web design solutions. He was given three software programs to help make his shopping cart easier to maintain: New West Technologies’ Web Integrator, the Kosmos Web Service, and the Kosmos Image Utility. “It was a breeze to install Kosmos’ utilities, and we were able to get our inventory and images uploaded automatically and with great ease.”

Knutson also appreciated Kosmos Central’s excellent customer support. “Maria, our main contact at Kosmos, was attentive and responsive. We haven’t thrown her a curveball that she couldn’t hit.”

## The Website

Kosmos Central was able to make X-Cart functional for P. Graham Dunn. But what about the “clunky” website?

“We went to Kosmos for our web design, primarily because we liked the designs they did for other websites, and we liked reading the positive feedback they received from those clients.” Kosmos Central was able to design a site that not only looked more aesthetically appealing, but also made it ten times easier for their customers to navigate. “We’ve had a number of accounts who really enjoyed the new website. Overall, we were very pleased with the design,” Knutson said. “We got everything we were looking for.”

## The Results

Even though the site has only been up and running for a little over a month, Knutson has already seen positive feedback. Thanks to the redesign, the site has increased its Google page ranking by three points and, as a result, is one of the first sites to be listed when searching for a keyword relative to P. Graham Dunn on Google. “We definitely expect a lot more business thanks to our new website.”