

Ecommerce Case Study

Portland Children's Museum





“The biggest advantages from the Kosmos solution have been increased revenue, customer satisfaction, reduced employee labor costs and ease of use.”

–Christine Hinrichs,
Director of visitor services and human resources,
Portland Children’s Museum

Solution

- Ecommerce Integration
- Point of Sale Integration with Microsoft Dynamics RMS
- Web Design
- Custom Development

Company

Portland Children’s Museum
www.portlandcm.org

Contact

Christine Hinrichs
Director of visitor services and human resources

The Situation

The Portland Children’s Museum is the sixth oldest children’s museum in the country. Each year they welcome more than 280,000 children up to the age of 8 along with their caregivers, offering a place to discover, create and explore in the museum’s exhibits and art studios.

Despite its strong yearly visitor numbers, the museum experienced a severe disconnect between its online business and day-to-day operations. “We were unable to sell products and workshops online,” said Christine Hinrichs, director of visitor services and human resources at Portland Children’s Museum. “Everything we did online had to be processed manually through our retail management system (RMS). The platform was unable to support the variety of items that we wanted to sell.”

In order to bridge this divide, the museum set out to find an Ecommerce solutions provider that could successfully optimize the Web-based platform and link it to the rest of the business.

The Execution

The museum considered a number of companies but chose Kosmos because the company offered an RMS Web integration system that had the ability to meet the needs of a growing organization. Kosmos redeveloped the museum’s Web site and integrated it with Microsoft Dynamics RMS, allowing the museum to push products from RMS up to its Web site. Items that sold at the museum can now be sold on the Web and downloaded directly into RMS for processing.

“Our Web sales are now connected directly into the reporting of RMS,” Hinrichs said. “This enables us to manage our inventory of online products more efficiently. The shopping cart was also customized to visually appear seamless to the customer.”



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The Results

Following implementation of the Kosmos solution, the museum recorded a jump in Web traffic of approximately 33 percent, increasing from 15,000 hits per month up to 20,000. “The custom Web solution has met our expectations,” Hinrichs said. “With less phone volume we were able to sell out three months of camps and classes in two weeks with nominal staff resources. Prior to the integration, we would have several staff managing data, sign ups over the phones and in person, and creating register lists for the teachers. We look forward to optimizing the system’s potential as we learn more while making additional modifications to support our business growth.”