

Customer Success Story

Steger Mukluks Keeps Their Customers Warm and Heats Up Sales With Freestyle M.O.M. & SiteLINK

Steger Mukluks, a Freestyle Software Multichannel Order Manager (M.O.M.) user since 2005, are best known for their Mukluks & Moccasins. If you are not familiar with Mukluks, they are made from Moose hide and are twice as warm and less than half the weight of traditional winter boots. They are made in the Northern Cree Indian style, used by real Artic adventurers, and are so warm and stylish they will help you earn the envy of a New York Fashionista and survive a frigid Minnesota winter. Steger's customers are so loyal they call themselves the "Mukluk family."

Their long history with M.O.M. and SiteLINK has seen them respond to a variety of business challenges over the years. They started using M.O.M. in 2005, with the immediate result being the elimination of inefficient double entry and virtually eliminating mistakes. They continued using their old website, which allowed them to bring in their orders and quickly process them through the system.

"Freestyle Solutions immediately helped us to streamline our back-end processes, when we felt comfortable with our new back-end process, we were ready to look at our front end and make a change," Steger Mukluks General Manager Theresa Harris stated.

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-Theresa Harris, Steger Mukluk's General Manager



STEGER MUKLUKS
& MOCCASINS™
PROUDLY MADE IN ELY MINNESOTA

<http://www.mukluks.com/>

Men and Womens Footwear

Founded in 1985

Freestyle Solutions Software used:

Freestyle M.O.M.®

SiteLINK®
eCommerce



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*-Theresa Harris,
Steger Mukluk's General Manager*

They did just that, in 2007 moving away from their old legacy front end and migrated to Freestyle's SiteLINK eCommerce cart. They realized benefits immediately in how easy it was to update and add product listings on their website, a major change being they could now make many of the changes themselves without extensive coding by making majority of these updates within their M.O.M. system and quickly publish them to their SiteLINK Commerce Cart.

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With the changing web landscape and the desire to have their website mirror how their catalog was laid out, their targeted the first update to their website in 2010. They could make changes to their SiteLINK storefront rapidly and they saw an immediate change in order volume and most importantly customer feedback showed that their visitors found the site much easier to navigate.



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Business Challenge *Provide an Enhanced Mobile Shopping Experience*

Fast forward to this year and customer data showed that mobile was increasingly becoming the device of choice for the loyal Mukluk family. Industry trends confirmed that having a site that runs well on a mobile phone or a tablet is just as important, if not more important than running a site on a desktop. Steger Mukluks, recognizing the importance of the Mobile shopping trend as well as the growing traffic to the site and popularity of their products in general decided they wanted to ensure that their site provided the same great shopping experience and ease of purchase regardless of the device used by their customers.

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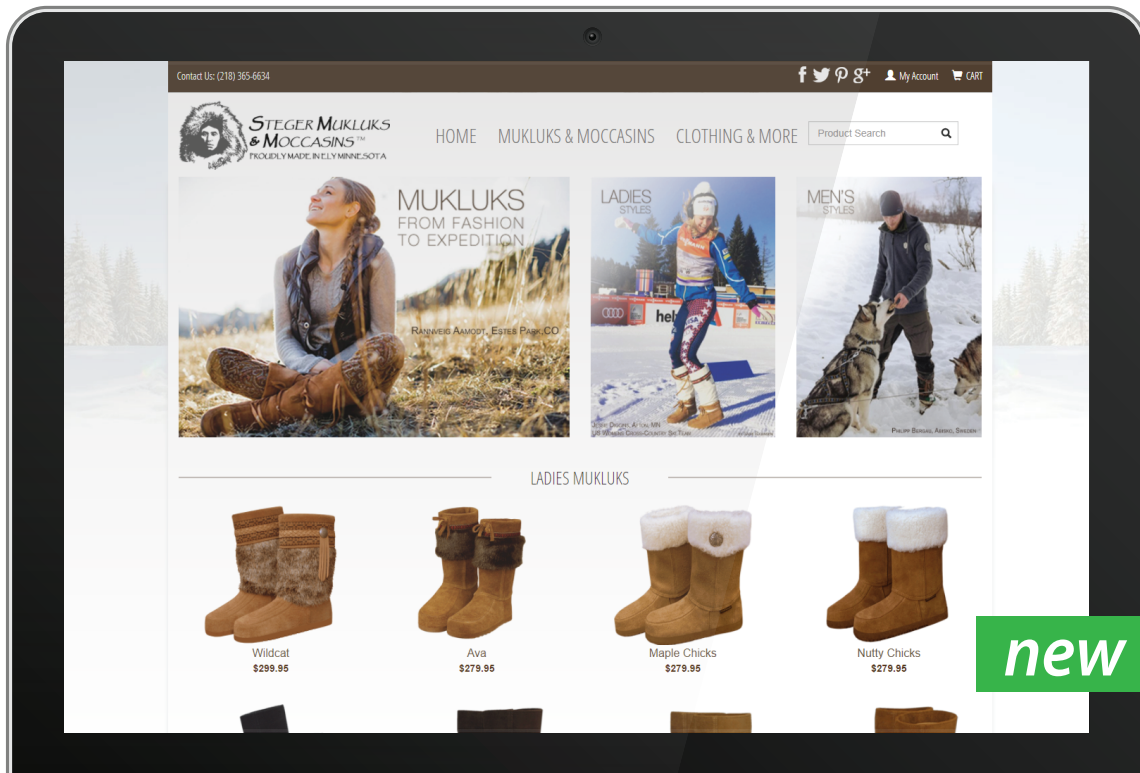


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The Soltuion *Responsive Design for SiteLINK*

Steger Mukluks embraced the challenge and enlisted their long-term partner Freestyle Solutions to plan for a new site design with modern technology. After full exploration of their business requirements Steger decided to move to a site that incorporated Responsive Design which launched in September 2017. Steger's responsive design site automatically takes into consideration the device their customer is using to view the website and renders it to fit properly on any screen that you choose, all with the same great, updated shopping experience.

Planning for the site started when they worked with their website designer to draw sketches of the new site esthetic and brainstormed ideas on how they wanted the site to be laid out. In May 2017, the Freestyle SiteLINK team joined the effort and started work on the back-end technology of the site, adding the responsive design protocols and helping to rethink the way in which the site was laid out to improve navigation.

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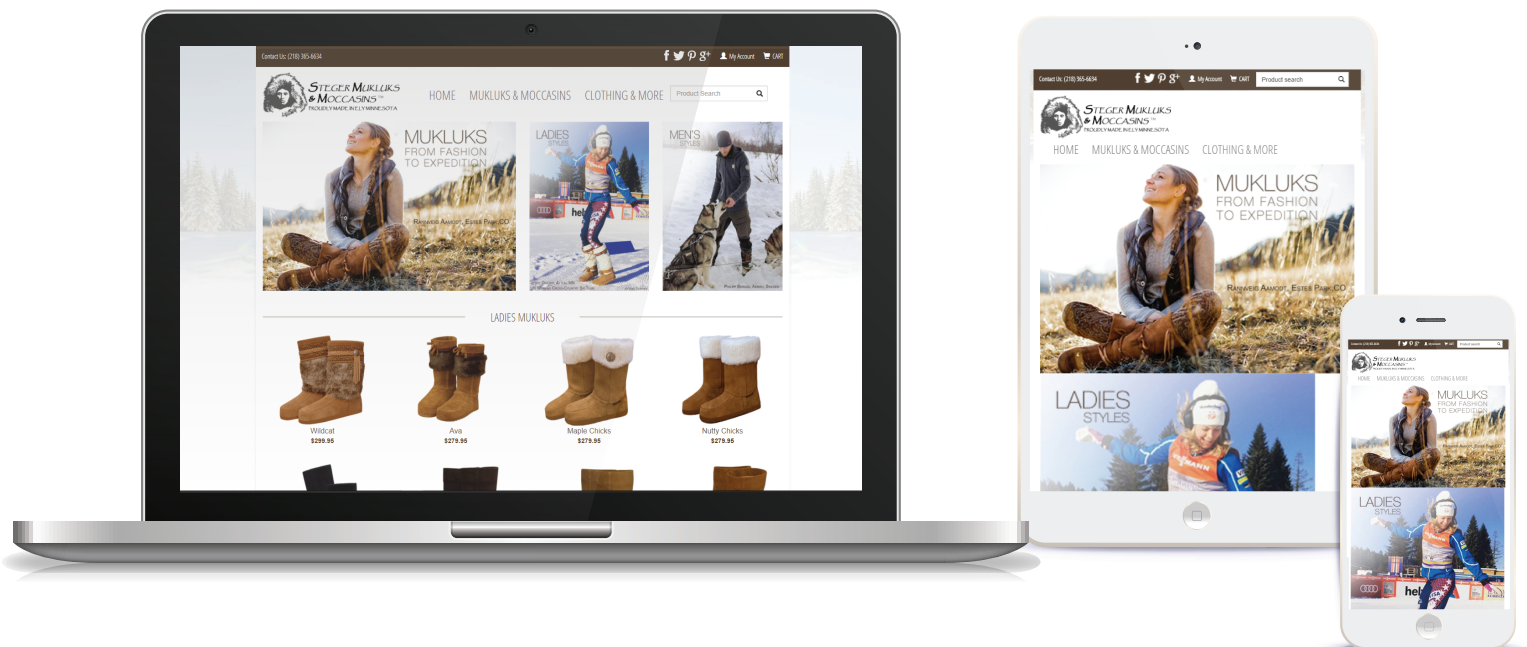
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-Steve Peterson, *Steger Mukluk's Web Manager*



relaunched site to work. We couldn't be happier seeing our vision and our ideas come to reality. We can't thank the Freestyle Solutions team enough," said Steve Peterson, Web Manager for Steger Mukluks. They also stated that their "Mukluk Family", a group of valued customers liked the changes made to the website, as it was now much easier for them to make a purchase.



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The Result *Increased Sales*

The site has been a success, not only from a sales standpoint but from a usability standpoint as well. One of the great benefits of innovation included with the new site is the ability to display all the accessories a customer will need when they select their pair of Mukluks, in fact the sale of accessories and happy customers has increased dramatically with the launch of the new site.



“Things that would normally take five or six clicks on our old website, take anywhere from one to two now. It just makes the user experience a much happier one,” Peterson said.

While the idea of responsive design is relatively new, giving users, a great experience isn’t. Freestyle Solutions and Steger Mukluks, are a perfect match with one another as both have seen success working closely together with one another. This is a partnership that doesn’t seem like it will end anytime soon and will continue to tackle all the upcoming innovations in eCommerce.

