

ECOMMERCE CASE STUDY: KING'S HAWAIIAN

Who they are

You may have seen the products from this national brand at your local grocery store, or maybe on your own dinner table. KING'S HAWAIIAN'S delicious breads have been warming hearts and tummies since the 1950s, when their original recipes were created. Alongside mouthwatering flavor and texture, the "Spirit of Aloha" is a key ingredient in every product that helps inspire deep fan loyalty.



Before

Since the company already had a successful brand, with distribution through some of the world's largest retailers and grocers, they weren't looking to develop the online store into another large distribution channel. They mainly were looking for ways to deepen their relationship with their existing customers via more direct "wow" positive interactions, and by offering other King's Hawaiian products to their brand evangelists to enjoy and share.

Challenge

Kings Hawaiian Company needed their online store to be extremely reliable, secure, and easy to maintain without requiring deep technical knowledge. They also needed design customization that could meet their high aesthetic standards, yet with a low startup cost and quick turnaround.

Process

They did quite a bit of research, exploring many different popular eCommerce platforms, and then narrowed down their list to a few top contenders for detailed evaluation. Ultimately, they decided that the other systems would take more resources in time, cost and money to establish what Nexternal already offers in a turnkey format. They chose to place their trust in Nexternal.

Shortly after signing up, Nexternal's designers went to work on the King's Hawaiian store. "I didn't even have to do anything but give them the URL of our test site, and boom – it was done," said Connie Linehan, General Manager of King's Hawaiian's Online Store. With the design "skin" completed in just a few days, Connie then worked with her dedicated account manager to set up her categories and products and adjust her

Continued on next page →

settings. She admits she was overwhelmed with the new endeavor and the powerful foreign software at her fingertips, but with regular trainings and check-ins from her account manager, the store was up and running smoothly and quickly.

Result

“I am thrilled,” says Connie. “They nailed the design and everything is working really, really well.” She says managing the store is easy, including everything ranging from credit card processing, to reporting, and all data management. She feels comfort in the system’s reliability and security, and she can’t speak highly enough about the level of service provided by Nexternal and her account manager. “I use all kinds of software, and I have an issue with sitting on phones and dealing with a help desk.... and boy what a difference in dealing with Nexternal.” She’s also delighted by all of the glowing positive feedback they’ve received from their customers. It has been a very positive experience and they are very pleased with their decision to sell online with Nexternal.

The screenshot shows the King's Hawaiian website interface. At the top, there are social media icons for Facebook, Twitter, YouTube, and RSS Feed, along with a search bar. The main header features the brand name 'KING'S HAWAIIAN' in a large, stylized font, with 'ESTABLISHED 1950' and 'HILO - HAWAII' below it. A navigation menu includes links for Recipes, Find Us, Contact Us, Blog, Products, Shop Online, About Us, and Join the Club!. The main content area is dominated by a large promotional banner for 'FREE GROUND OR HOME DELIVERY ON ORDERS \$65 OR MORE' with the coupon code 'FREEStdSHIP'. Below this banner is a 'Please Choose a Category' section with four product categories: King's Hawaiian Gift Certificates, Ono Food Made By Our Hawaiian Friends, On the Go, and Wear. A shopping cart sidebar on the right shows the cart is empty and includes contact information and a 'Redeem Gift Certificate' button.