

## Case study

JAMIE KAY

# Breaking Black Friday records.

Jamie Kay smashed records this Black Friday - processing 9 orders per second in their first hour of trading. All with a helping hand from Patchworks' integration platform.

## The challenge

Jamie Kay has expanded exponentially since starting out in 2013. They've built a reputation as a renowned provider of luxury clothing for young children. Their product line has grown from cot blankets and bed linens to organic baby clothes.

But this rapid growth and varied product line has led to teething problems for Jamie Kay. Before using Patchworks, they suffered from duplicate invoicing, large stock oversells, and missing orders.

**"Patchworks has a 24-hour online help team, and the response times for assistance and problem solving have always been great. We absolutely love how quick the team is to respond and help out, and they always offer their advice, tips and tricks!"**

**Pagan Crane**  
Marketing & Operations Manager, Jamie Kay

## The solution

To combat the problems they were having, Jamie Kay needed a reliable warehouse management system (WMS) to keep track of their inventory, and sync data with their storefront.

That's where Patchworks' integration platform came in.

Jamie Kay chose PeopleVox (PVX) as their WMS, and we integrated it with their Shopify Plus ecommerce platform to ensure a seamless data flow.

Now stock is tracked in real time and logs are available with serial codes and batch numbers.



## The solution

Since the integration went live in 2019, Jamie Kay have continued their massive growth. They've recently moved into a brand new distribution center, purpose-built for them. This has been monumental for their dispatch team, vastly increasing efficiency and enabling them to take on peak periods like Black Friday.

Of course, Jamie Kay's record breaking success continued during Black Friday 2021. They processed over 31,000 orders in the first hour of trading. That's 516 orders per minute, or nine orders per second - a record for their team.

Patchworks played an instrumental role in managing this peak, with all data syncing seamlessly between systems.

**In the words of Pagan Crane, Marketing and Operations Manager at Jamie Kay, "Signing up with PeopleVox and Patchworks in 2019 was the best decision we ever made."**

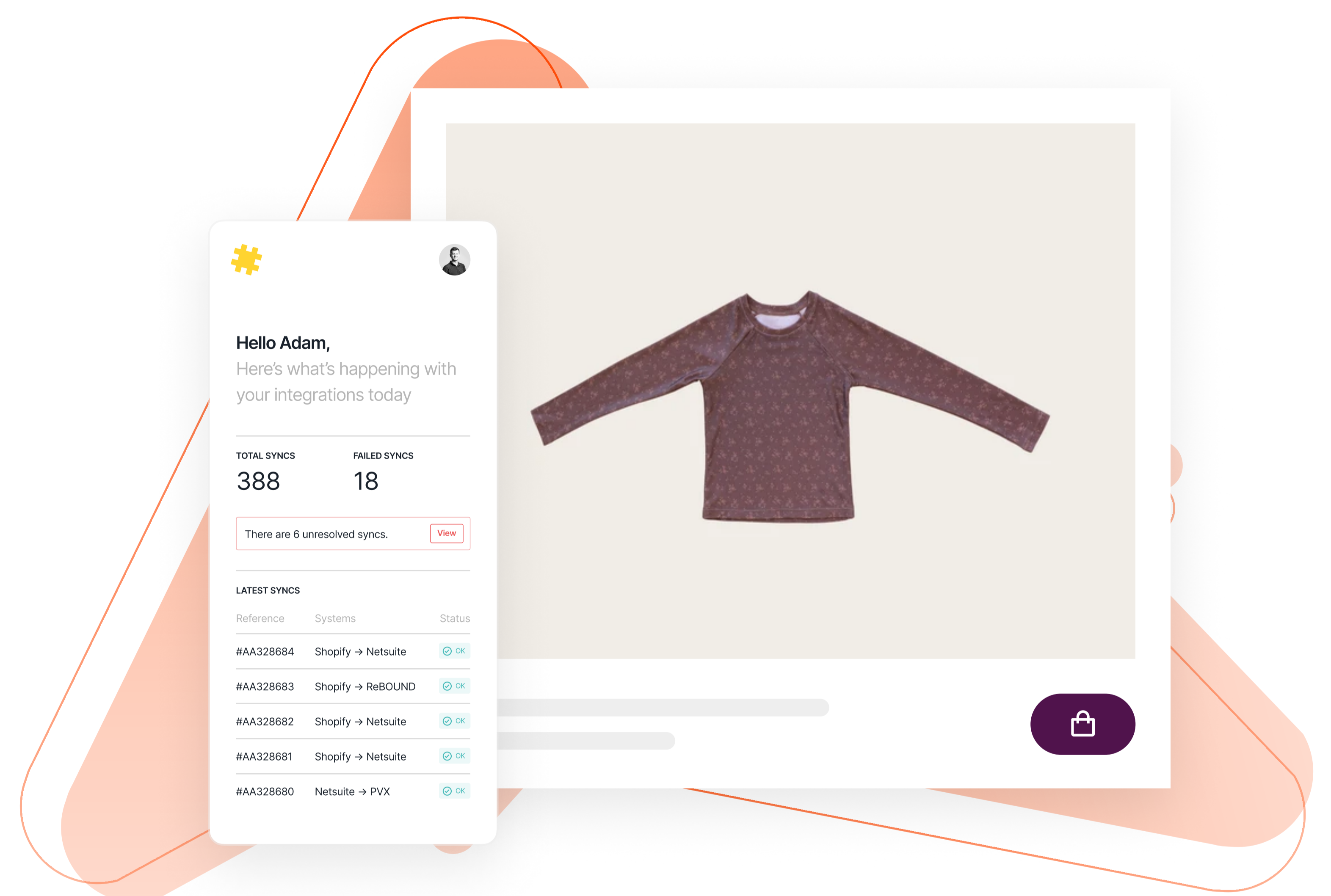
### Apps integrated



## JAMIE KAY

Jamie Kay is a baby clothing retailer founded in 2013 in New Zealand. Named after its founder, the company started from Jamie's search for a beautiful cot blanket for her son.

Now, they have a studio in New Zealand and teams in India and China, which produce a diverse range of products made from organic and ethically sourced materials.



## Get in touch with us

Email [sales@patchworks.co.uk](mailto:sales@patchworks.co.uk) for more information on integrating your apps and scaling your ecommerce success story.

