

Store Supply Warehouse: Integrating BigCommerce and Noibu

STORE SUPPLY WAREHOUSE

Industry

Wholesale & Retail Supplies

Company Size

0-500

Key Markets

- 17 sites consolidated to 5 using BigCommerce
- Resolution time reduced by 80%
- Customer service escalations resolved faster with Help Codes & session replay

Interviewee

Tim Haverman
C# .NET Software
Developer



Challenge

Store Supply Warehouse operated 17 separate ecommerce sites, creating inefficiencies and inconsistent customer experiences.

Their biggest hurdles:

- **Complex management** — maintaining uniformity across 17 sites consumed significant resources.
- **Reactive issue handling** — site friction was flagged only through customer calls, emails, and reviews.
- **Limited visibility** — fragmented reports lacked the technical detail developers needed.
- **Time drain** — issue investigation consumed up to 10 hours a week.

“**Before Noibu, we relied on customers to surface issues, but without clear data, replicating and resolving them was slow and frustrating.**”

Tim Haverman | C# .NET Software Developer, Store Supply Warehouse

Solution

Store Supply Warehouse streamlined operations by migrating to BigCommerce and integrating Noibu's monitoring platform.

Together, the solutions delivered:

- **Site consolidation** — BigCommerce reduced 17 sites to 5, simplifying management and content updates.
- **Real-time monitoring** — Noibu flagged and categorized site friction proactively across devices and browsers.
- **Help Codes & session replay** — empowered CX reps to capture exact user sessions and pass them to dev with no back-and-forth.
- **Third-party conflict resolution** — Noibu identified API and script clashes that had been nearly impossible to track manually.

“*Noibu allows us to monitor every interaction in real time. Without it, we'd need a dedicated team just to keep up. Since integrating Noibu, what used to take 10 hours a week can now be addressed in just 2. That's efficiency we couldn't imagine before.*”

Tim Haverman | C# .NET Software Developer, Store Supply Warehouse

Results

80%

resolution time saved, dropping from 10 hours to 2 hours per week

Operational efficiency:

Site consolidation and error monitoring freed significant time for higher-value projects.

Customer service:

Reps can resolve complaints faster and with confidence, strengthening customer trust.

5

consolidated sites from 17

Future-ready stability:

Ongoing monitoring ensures 3rd-party conflicts and friction is caught before hitting customers.

Ready to see the site friction costing you sales?

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