



# SEXY SOCKS

Ecommerce Store

**Website:** [www.sexysockssa.com](http://www.sexysockssa.com)

**Location:** South Africa

**Integrations:** Xero, Woocommerce

SEXY SOCKS TRACKS, ORDERS, AND RE-SPONDS WONDERFULLY WITH NEW DEAR INVENTORY MANAGEMENT

## THEIR STORY

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Sexy Socks is Dave.

He's just a guy.

What guy? Some guy.

Dave wanted to add a bit of pizzazz to his socks. He accomplished this with comfort and style. Sexy Socks are stretchy to accommodate whatever size and shaped feet you have. They are economical, anti-bacterial, anti-chafe, and anti-nonfun. All in all, they are cool socks for cool people.

Sexy Socks has a versatile and dazzling array of cool designer socks. From sassy but effective bamboo socks to sexy jock socks, there is a lot of potential happy feet around the corner for eager buyers.

But Sexy Socks managed to infuse style with a social mission. Theirs? To accommodate every child in South Africa with a pair of socks to wear to school. It is a bold and incredible mission.



Unfortunately, not all was well. Sexy Socks struggled with a number of key issues. Notably, Dave “the Guy, Cameron Froud and the team had no easy way to see what was in stock, what is on order, and what should be ordered to accommodate future purchases. This was a glaring black hole in their ability to provide to the customer. Fun, sexy, and sensual socks won't go far if the company was unable to respond efficiently to customer orders.

DEAR inventory management gave Froud and the team the tools to realize the potential they always had. Now, Froud and Sexy Socks resolved some substantial challenges with advanced and comprehensive solutions. The end result is a business all the better for it.

## KEY CHALLENGES

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- **Inability to easily see what is in stock**, what's on order, and what needs to be ordered.
- **Keeping costs low**, avoiding extra hire.
- **Product importing.**

## KEY SOLUTIONS

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- **Quick stock transferring.**
- **Real-time insights** to help set appropriate stock levels.
- **Added features** for easy scalability.

## KEY RESULTS

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- **Knowing the exact** quantities at any given time.
- **5-10 hours** of time saved a week.
- **Easier** day-to-day product management.



## THE CHALLENGES

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Sexy Socks first major challenge was getting the software off the ground. In other words, the team had an inferior ability to do many basic tasks related to inventory management. They had to learn the software, learn what needed to be done, and execute it.

This took some time, but not as much as the team may have originally thought. When we asked Sexy Socks' Cameron Froud how easy DEAR was to get installed and if they used the support platform, the response was enthused. "All the time! Asking how to change invoice templates, import products, etc."

Froud even went on to say that "the constant updates have helped." We work hard to complement any support issues indirectly with software updates. We respond to client concerns and keep the software in top form.

Sexy Socks deployed a number of solutions to get to the level they wanted.

## THE SOLUTIONS

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*Many of the features and additions of DEAR inventory management has helped the small team improve efficiency and clean up their processes.*

A common theme for Sexy Socks is 'streamlining.' Many of the features and additions of DEAR inventory management has helped the small team improve efficiency and clean up their processes. This was directly addressed in our recent report with Sexy Socks. When we asked about restocking and reordering, two basic tenets of inventory management, we got just the kind of answer we hoped for. *"It has streamlined things. We can now see what we have, what's on order, and what we need to order."*

Presumably, these were things Sexy Socks were unable to see prior to integrating DEAR. It has almost certainly opened up boundless new opportunities in predicting trends, keeping stock in order, and tracking current sales.

Multiple features related to real-time insights and day-to-day management have also come into play. Froud related a few

## THE SOLUTIONS

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key solutions for the business. “Real-time insights helped with re-ordering best sellers, cancelling worst sellers. An aspect which helped with day-to-day insight was transferring. “Transfers, inventory/sales, these all make day-to-day tasks much easier.”

The transfer feature was a particular highlight. “We send and receive stock regularly between locations. “Transfer organization was clearly a major component of their business, and a challenge that needed to be addressed.

Undoubtedly, these features have helped tremendously. But they helped resolve one key challenge for Sexy Socks- scalability. The company was concerned with keeping things small and low-cost, which included avoiding unnecessary hires and payroll costs. This concern was alleviated after implementing DEAR. “We don’t need to take on more people to do invoicing or stock management.”



## THE RESULTS

The most important result for Sexy Socks was information. When asked how DEAR has most helped the business, the reply was straightforward. “Being able to know exact quantities of stock in different locations has helped.”

Time has been another vital factor. “We spend less time on counting/stock takes at multiple locations.” Froud estimates they save about “5-10 hours a week.”

Froud isn’t done. The above makes up one of the first major steps of the business. But there’s more, and Froud was more than happy to make suggestions with a steady list of potential improvements.

We have noted them all. This shows us that Froud is enthusiastic and ready to continue growing. We have built a great relationship so far, and we are ecstatic to see how far Froud and the team have come, and the ground they are bound to cover in the coming years.



www.sexysockssa.com





## IS MANUALLY MANAGING YOUR INVENTORY AND FULFILLMENT PREVENTING GROWTH?

Leverage the power of multi-module DEAR Inventory Management software to take your business to the next level. We keep the moving parts of your business all in one location, while automating time consuming tasks, whether you are in retail, wholesale, or manufacturing.

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