



How Emma Lyn Essentials eliminated operational headache with Haligone

ABOUT THE BUSINESS

Meet Emma, the Founder of Emma Lyn Essentials, a virtual clothing boutique that Emma started in Halifax, Nova Scotia. Emma Lyn Essentials prides itself on the mission of creating pieces that promote inclusivity and self-love. Visit www.emmalynessentials.com to learn more!

CHALLENGES

As Emma Lyn Essentials is a virtual boutique, Emma faces new challenges that one may not have had to consider with a physical retail space. The biggest challenge of owning a boutique online, is figuring out how to get the product to customers. Small businesses, like Emma's, often struggle to find delivery options as most are either too expensive or too time-consuming. For business owners like Emma, where the growth of their business is highly dependent on their precious time, handling and scheduling deliveries can easily become a huge operational headache.

WHY HALIGONE

When Emma had begun to work with Haligone, she immediately felt as though a huge weight had been lifted off her shoulders. Emma was pleased to have found a delivery option that was cost effective, fast, and reliable. Emma could focus on growing her business, while Haligone took care of everything else. With Haligone, requesting a delivery takes less than 1 minute using an easy-to-use submission tool, and guaranteed everyday same-day delivery.

Haligone provides a fully white-label service as well, with no branding on the drivers, or the cars. The SMS notifications to recipients are fully customized with Emma Lyn Essentials branding, as a part of Haligone's all-in-one delivery service, with no extra fees.

SAVING 5-7 HOURS/WEEK

Emma Lyn Essentials has saved 5-7 hours/week in their delivery efforts since working with Haligone!

Guaranteed 0% risk of stolen packages has been a big bonus by working with Haligone. Emma never has to worry about the safety of her packages as Haligone will return the package to the business at no cost if a customer cannot be contacted. Another benefit of working with Haligone, Emma admits, is their flat-pricing model which eliminates the possibility of any added extra fees.

Overall, Emma's customer satisfaction has increased significantly since starting with Haligone, and Emma has had more time to do what she loves, which is providing the best quality product to her customers.

“

Haligone has been a game-changer since day one!

I know I can always count on the team for everything, including same-day delivery. I love that I can get a notification as soon as the delivery is done and that I can trust the team with an order of any size. It's amazing to have local businesses that support other local businesses. So thank you, Haligone, for taking one thing off of our plates!



Emma Bundschuh
Founder + Designer

Written by: Taseen Iqbal
Edited by: Taylor Watts