

SALESFORCE CASE STUDY

Luly × Modeverse

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KeepingEveryHandmadeOrderPersonal While Scaling Up

ABOUT LULY

Luly is a Canadian, British Columbia based brand built around a simple philosophy: collect memories, not things. Through handcrafted scrapbooks, custom photo prints, and stationery, Luly helps customers turn everyday moments into something tangible, working with both individual customers and wholesale partners across a growing product line.

THE CHALLENGE

Every Luly order starts with something personal, a customer's own photos, submitted through a form and turned into a custom scrapbook or print kit by hand. As demand grew across retail customers and wholesale partners, that personal touch became harder to manage at scale. Custom photo submissions, order status, and wholesale account details lived in separate places, making it difficult to track where an order stood, and live chat support during business hours meant customer questions could pile up without a clear system behind them.

THE SOLUTION

Modeverse partnered with Luly to bring their online store, custom order process, and customer support onto a single Salesforce foundation. The engagement included:

- A Salesforce Commerce Cloud setup connecting the online store, cart, and checkout, giving Luly one place to manage retail orders across scrapbooks, prints, and stationery.
- An automated custom photo intake workflow, so photos submitted through the website are captured, organized, and routed straight to the production queue instead of sitting in a shared inbox.
- A Service Cloud setup for live chat and customer support, giving the team full order history and context the moment a customer reaches out.
- A separate wholesale account structure in Salesforce, so bulk partner orders and pricing stay organized apart from individual retail orders.
- Order status tracking that gives Luly's small team visibility into every order, from custom photo submission to handmade production to shipping.

THE RESULTS

With Salesforce connecting the storefront, custom order process, and customer support, Luly's team now handles a growing volume of handmade orders without losing the personal care each one is known for. Custom photo submissions move straight into production instead of manual sorting,

wholesale and retail orders stay clearly separated, and customer support has full context on every conversation. The result is a small, craft-focused brand with the operational backbone to keep growing.

Automated	*Unified*	*Organized*
Photo Intake	OrderTracking	WholesaleAccounts

> ***“Every order still starts with someone's real photos. We just needed a system that could keep up without losing that.”***

The idea behind Luly's Salesforce-powered order process

ABOUT MODEVERSE

Modeverse is a Salesforce consulting agency helping companies design, build, and optimize Salesforce environments that fit the way they actually work, from Sales Cloud and Service Cloud to Commerce Cloud and custom integrations. We partner with our clients from strategy through implementation and ongoing support.

Want to see what Salesforce could do for your organization? Get in touch with Modeverse to start the conversation.