



How **Berk Enterprises** Boosted
Trust, Checkout Success, and
Product Discovery with a
Future-Ready eCommerce
Platform

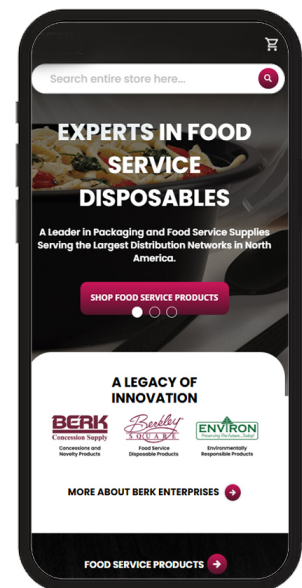
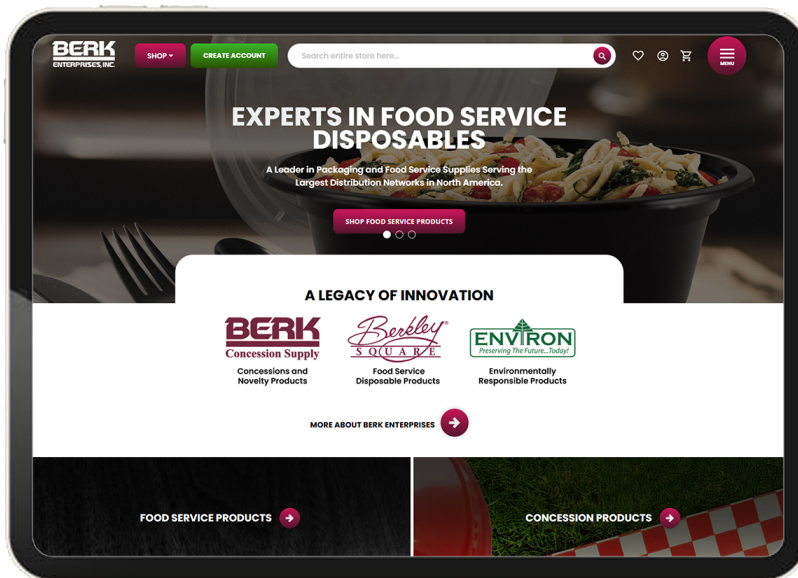
ABOUT BERK ENTERPRISES

Berk Enterprises is a distributor of [disposable foodservice supplies](#), serving restaurants, catering companies, grocery chains, and retailers nationwide. Their catalog includes thousands of SKUs across tableware, packaging, and foodservice essentials, making the online store a critical sales channel.

As order volumes grew, [Berk's](#) previous shared ecommerce setup became a major limitation. The store frequently displayed outdated prices, struggled with checkout reliability, and couldn't keep up with bulk [B2B](#) demands. Customers expected real-time pricing, accurate inventory, and transparent shipping, all while Berk's internal teams needed automation to reduce manual work.



www.berkbrands.com



Scope of Klizer's Engagement

Klizer was engaged to deliver a scalable, high-performance ecommerce transformation. The objectives were:

- Migrate Berk to a dedicated **Magento 2** platform for better speed, security, and control.
- Integrate **Epicor P21 ERP** via a custom-built connector to sync pricing, inventory, and order data in real time.
- **Implement Worldpay** (ElementPay) for a PCI-compliant, reliable payment experience.
- Connect SwanLeap's API for live shipping rates based on cart contents.
- Deploy **AI-powered** semantic search to improve product discovery and reduce **bounce rates**.

This engagement was about building a **future-ready foundation** that would not just fix current pain points but position Berk Enterprises for **long-term growth**.



Key Challenges

Challenge 1: Performance and Data Accuracy

The shared hosting setup slowed down page loads, and pricing often lagged behind **ERP** updates. In **B2B commerce**, where buyers rely on contract pricing, these discrepancies directly impacted trust and conversions.

Challenge 2: Checkout and Payment Failures

Customers frequently experienced **payment declines** due to unreliable gateway integration. The lack of full PCI compliance also increased operational risk and left Berk with limited payment options.

Challenge 3: Static Shipping Costs

Flat-rate shipping didn't work for a diverse product mix of bulk, oversized, and light items. Customers often received updated shipping quotes post-purchase, leading to frustration, delayed fulfillment, and increased support tickets.

Challenge 4: Poor Product Search

With a large **SKU count**, the default keyword-based search often produced irrelevant results or no results at all. Customers had to manually browse through categories, which increased time-to-purchase and drove up **bounce rates**.



Solution and Impact for Each Challenge

Solution 1: Dedicated Magento 2 Migration with Real-Time ERP Sync

We migrated Berk to a dedicated **Magento 2** environment, enabling infrastructure-level performance tuning. A custom **P21** connector was built to sync:

- Customer-specific pricing
- Live inventory and availability
- Order status and invoice history

Impact

- Page loads became 40–50% faster.
- Pricing mismatches were eliminated, restoring buyer trust.
- Internal teams saved hours each week by removing manual updates.

```
320 if is_x64os() and access_type == REGISTRY_READ:
321     write_value(key_path, key_value, access_type)
322     write_value(key_path, key_value, access_type)
323     return
324
325 registry_key = None
326 wow64_flags = WOW64_MAP[access_type]
327 try:
328     key_hive_value = HIVES_MAP[key_hive]
329     if isinstance(value_type, REGISTRY_READ):
330         value_type = TYPES_MAP[value_type]
331     registry_key = winreg.OpenKeyEx(key_hive_value, key_path, 0, wow64_flags, value_type)
332     winreg.SetValueEx(registry_key, key_value, 0, value_type, key_value)
333     winreg.CloseKey(registry_key)
334     return True
```

Solution 2: PCI-Compliant, Seamless Payment Gateway Integration

Worldpay (ElementPay) was integrated with tokenization and PCI-compliant workflows. We collaborated directly with the provider to resolve initial gateway issues.

Impact

- Checkout success rates improved, reducing revenue loss from failed transactions.
- Buyers now experience a smooth, professional checkout process that matches their B2B expectations.
- The payment setup is future-ready, allowing easy addition of ACH, net terms, and other payment methods.

```
320 if is_x64os() and access_type == REGISTRY_READ:
321     write_value(key_path, key_value, value_type)
322     write_value(key_path, key_value, value_type)
323     return
324
325 registry_key = None
326 wow64_flags = WOW64_MAP[access_type]
327 try:
328     key_hive_value = HIVES_MAP[key_hive]
329     if isinstance(value_type, RegistryValueKind):
330         value_type = TYPES_MAP[value_type]
331     registry_key = winreg.OpenKeyEx(key_hive_value, key_path,
332                                     winreg.KEY_READ | wow64_flags)
333     winreg.SetValueEx(registry_key, key_value, 0, value_type,
334                      key_value)
335     winreg.CloseKey(registry_key)
336     return True
```

Solution 3: Real-Time Shipping Rate Calculation with SwanLeap

We integrated **SwanLeap's API** to calculate shipping dynamically based on product weight, dimensions, and destination ZIP.

Impact

- Customers see exact shipping costs in real time before purchase.
- Disputes and post-order adjustments dropped dramatically.
- Faster fulfillment due to fewer manual interventions.


```
320 if is_x64os() and access_type == REGISTRY_READ:
321     write_value(key_path, key_value, value_type)
322     write_value(key_path, key_value, value_type)
323     return
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325 registry_key = None
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327 try:
328     key_hive_value = HIVES_MAP[key_hive]
329     if isinstance(value_type, REGISTRY_READ):
330         value_type = TYPES_MAP[value_type]
331     registry_key = winreg.OpenKey(key_hive, key_path, 0, wow64_flags)
332     winreg.SetValueEx(registry_key, key_name, 0, value_type, key_value)
333     winreg.CloseKey(registry_key)
334     return True
```

Solution 3: AI-Powered Semantic Search Implementation

AI-powered semantic search was deployed to understand intent-driven queries like “eco-friendly containers” or “bulk lids for 12oz cups,” returning relevant results even when exact keywords weren’t used.

Impact

- Product discovery time dropped by over 50%.
- Bounce rates decreased as users stayed engaged with search results.
- Conversions increased due to better product visibility and recommendation accuracy.

What Changed for Berk Enterprises

Berk Enterprises' online store is now a **high-performance, B2B-ready ecommerce** platform that delivers:



Real-time pricing and inventory that customers can trust.



A seamless, secure checkout with **higher transaction success rates**.



Transparent shipping rates, improving trust, and **reducing cart abandonment**.



Smarter **product discovery**, leading to higher engagement and repeat purchases.

Internally, the operations team no longer spends time correcting orders or handling shipping disputes. The new setup is scalable, allowing Berk to expand its **catalog** and **customer base** confidently.

The transformation was all about creating a **reliable, data-driven buying experience** that strengthens **Berk's** relationship with its **customers** and positions them for long-term growth.

End Result

What started as a **chatbot** project turned into a bigger transformation of the customer experience. **Klizer** delivered a scalable, **AI-powered assistant** that made **shopping on BottleStore** faster, friendlier, and more effective, whether for a first-time buyer or a seasoned B2B customer.

Today, the chatbot:



Handles **high volumes** of **customer queries** without compromising on accuracy



Supports **real product discovery**, not just static answers



Drives both **B2C** and **B2B** outcomes through contextual assistance

Next up: we're building out **agentic capabilities**, where the bot can take action, like adding items to the cart or completing a purchase. Voice assistant integration is also on the roadmap, giving users a fully **hands-free shopping experience**.



Driving Digital Growth for
Manufacturers & Distributors

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ecommerce.

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