



Funko is a toy company that manufactures licensed and limited pop culture collectibles, best known for its licensed vinyl figurines and bobbleheads. As a leading pop culture lifestyle brand, the company also produces licensed plush, action figures, apparel, accessories, and games.

Turning Pop Culture into Pop Commerce

Funko partnered with XCentium to support their high-performance commerce system with a robust Order Management solution that scales with demand. As an online retailer, Funko was looking to enhance its online shopping experience and handle high traffic “flash sales” with ease. Additionally, they were looking for an order management solution that was able to support several custom products and packaging options.

Funko embarked on a significant transformation of its eCommerce infrastructure, implementing a freshly designed commerce solution and tailor-made Salesforce Order Management and Omnichannel Inventory systems. This resulted in a dependable online store capable of effortlessly managing heavy traffic and high-volume sales.

CLIENT

Funko

WEBSITE

www.funko.com

INDUSTRY

Retail

SOLUTIONS

Salesforce Order Management System
 Salesforce Omnichannel Inventory
 Salesforce Marketing Cloud
 Feedonomics
 Adyen
 Avalara
 Dynamics NAV
 Zendesk

Bringing your Favorite Characters to your Doorstep

In order to elevate the shopping experience, we introduced multiple integrations and automated order processing rules. Customers were also empowered to handle self-service returns. This functionality was made possible through an extension of Commerce Cloud, which incorporated restocking fees according to business rules. We also harnessed Zendesk to automate customer service tasks.

Ensuring security and fraud prevention were paramount concerns, and we successfully implemented customizable security measures. Additionally, we established a comprehensive payment and refund audit trail, complete with accurate tax calculations for compliance purposes.

With Funko’s enhanced commerce ecosystem, they’re able to deliver their cherished characters to their beloved homes anytime and anywhere.

Project Highlights

- Multiple sales channels
- Multiple payment instruments
- Omnichannel inventory
- High scale orders
- Manual fulfillment of special SKUs
- Highly granular notifications including delivery confirmation emails

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