

# Gore Case Study



PFS

**GORE®**  
WEAR



## Client Overview

GORE provides highly engineered athletic performance wear for cycling, running, hiking, and skiing. Using innovative textile technologies, they develop clothing designed to be versatile, lightweight, and weatherproof. GORE collaborates with athletes to test and refine their advanced fabric technology, developing products that optimize performance and comfort for every active life.

## Why GORE Chose PFS

Although GORE was a respected niche brand in Europe and the U.S., they did not have an eCommerce presence before partnering with PFS. They selected us as a partner in part because of our experience in launching online retail initiatives for established brands.

GORE wanted to simplify and consolidate their vendor relationships and sought a partner with the full range of eCommerce capabilities in-house. PFS allows GORE to access a single point of contact and a unified team for all their global eCommerce needs, while developing multilingual retail and customer care services across geographies.

## GOING THE EXTRA MILE

Since our partnership began in 2011, we have collaborated with GORE to develop solutions and innovations that improve their customer experience, streamline fulfillment operations, and enhance the power of their brand. For example, we helped redesign their packaging and began fulfilling orders using GORE-branded boxes, which not only helps grow brand recognition, but gives customers a premier unboxing experience that matches the quality and attention to detail that is characteristic of GORE's products.

We also developed solutions for them focused on customer convenience. We designed a retail label that simplified the returns process, enabled GORE to offer payment installment plans, and developed an at-home trial program that allowed customers to try multiple products and keep only those they wanted. Our fulfillment experts also deployed several process improvements for their U.S. operations to automate the repetitive and time-intensive receiving process, leading to greater efficiency and accuracy in order fulfillment.

## CUSTOMER CARE

GORE's customers put a premium on high quality, technologically advanced athletic wear and expect interactions with knowledgeable brand experts at every touchpoint. Twice a year, we invite a GORE product specialist to present the latest product collections to our customer service teams and explain how best to market them to customers. This ensures our agents continually deliver a level of service and expertise that is indistinguishable from that of GORE's own staff. PFS's international scope means that we're able to offer customer service in a variety of languages – including English, French, German, Spanish, and Italian – to better accommodate GORE's multinational customer base.

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## WEBSITE REDESIGN

In early 2018, PFS's sister agency, LiveArea, implemented a website redesign for GORE that brought their bike wear and running wear brands under one unified retail website and reflected their new branding. We created a single website that is accessible to all of GORE's core geographies through multiple language options.

As GORE continues to expand to new markets, partner with other brands, and carve out their unique niche in the eCommerce space, PFS continues developing consultative, flexible solutions that adapt to the needs of each market, while still presenting a consistent brand image to their customers.

## SOLUTIONS PROVIDED

PFS provides a full range of End-to-End eCommerce services for GORE, including:

- Order fulfillment to 11 countries in the U.S. and EU
- Order management
- Multilingual customer care
- Localized payment processing & fraud management
- LiveArea agency services

## ABOUT PFS

PFS is a tested-and-proven Global Commerce Operations Partner with solutions spanning branded fulfillment services, high-touch customer care, intensive fraud management offerings, and scalable WMS and order management technologies.

PFS supports B2B and DTC clients with technology, personalization, and fulfillment expertise gained through 20+ years as an industry leader. PFS's innovative solutions deliver intelligent commerce operations and shape brand experiences for the digital age.

