

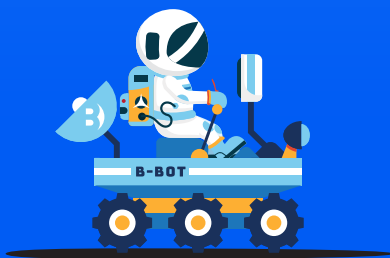


Norsland Lefse



How Norsland Lefse Expanded Profit Margins and Saw Revenue Skyrocket 40%

CASE STUDY



“Brilliance Business Solutions got us live on BigCommerce in 3 months. They’ve set us up for sustainable growth and better profit margins, helping us build direct relationships with our customers. It’s been a real win-win.”

Lori McDonald,
President of Norsland Lefse

Norsland Lefse produces traditional Norwegian lefse flatbread along with other Scandinavian treats, delivering them direct from their facility in Rushford, Minnesota to customers' doors.

Highlights

Challenges

- An outdated website couldn't support them at scale
- Most online sales came through Amazon, reducing profit margins
- Wanted more control of customer relationships

Solution

- Adopted BigCommerce for better scalability and user experience
- Built-in features like product searches and reviews enhance customer experience
- Integrating marketing and analytics tools to optimize marketing campaigns
- A fast, three-month launch timeline

Results

- 40% revenue boost within two months
- Improved margins through direct site sales
- NPS of 42 indicates high satisfaction
- Adding 100 new subscribers to email list monthly

Challenge

Scaling a homemade delicacy in a digital world

For more than 40 years, Norsland Lefse has produced traditional Norwegian lefse, delivering a comforting flavor of Scandinavia to customers. While they've historically enjoyed serving loyal customers at their onsite cafe and through phone orders, most of their revenue now comes from e-commerce via their website and Amazon.

When President Lori McDonald acquired the business in February 2024, she was determined to scale their e-commerce capabilities and prepare the business for even greater success.

At the time, most of their online sales came through Amazon, which received a percentage of their profits. Direct orders came through their Wix website, but it was static and lacked modern features. These issues made it hard for staff to manage. Users also found it difficult to navigate, limiting traffic and complicating the shopping experience.

"Our Wix website wasn't very mobile friendly, had outdated product photography, and wasn't intuitive for users. With around 300 products but no search function, customers struggled to find what they were looking for," Lori explains.

Operations Manager Becky Stocker found the site's manual order management particularly frustrating.

“One of my key responsibilities is making sure we’re shipping orders in a timely fashion. However since the site didn’t sync with our shipping software, we had to manually retype customer addresses, phone numbers, and emails. It was a time-consuming process and our technology didn’t reflect the quality of our products,” she says.

Recognizing these issues, Lori saw a golden opportunity to improve the customer experience, take more control of the customer relationship, and increase the company’s profit margins by moving to a better web platform.

They just needed the right technology partner to make it happen.



“We were looking for a way to continually get feedback from customers and facilitate a constant iterative process, knowing we were building on a platform that could grow with us.”

Solution

Launching a user-friendly website within three months

Lori teamed up with Brilliance Business Solutions to overhaul Norsland Lefse's e-commerce setup and broaden their reach to more customers.

She was already well acquainted with Brilliance — having served as the company's CEO for more than 25 years, she knew the high quality of their services and the value the team would bring to Norsland Lefse's transformation.

Brilliance's first recommendation was to migrate from Wix to [BigCommerce](#) for better scalability, improved user experience, and built-in features like product reviews, searches, payment solutions, and abandoned cart recovery.

"We chose BigCommerce because the potential for growth is really limitless. It was important for us to have a platform that could scale, integrate easily with advertising channels like Google Shopping and Facebook, and support continuous improvement based on customer feedback," Lori explains.

Norsland Lefse set an ambitious goal to launch the website within three months so they could deliver more value to the business and its customers as soon as possible. To achieve this, Norsland Lefse opted for Brilliance's MVP BigCommerce package, which uses a proven process to fast-track the delivery of a website.

"The MVP package is exciting because it allows you to get to a point where you're making money from the new site quickly. The MVP approach focuses on keeping the scope manageable, so you can get live fast and then improve on it year over year," Lori says.

Brilliance's constructive feedback was key to keeping the project on track. "They aren't afraid to disagree in a respectful way if it leads to a better solution," Lori adds. "As a business owner, I want folks around me who are willing to challenge me. I've seen other projects stall due to indecision, but with Brilliance you get really effective decision making that ensures you meet your timelines."

The project was completed on time and under budget. Despite some initial apprehension, the launch of the new site passed without a hitch. “One of the most memorable things for me about that day was that it wasn’t super eventful. And uneventful is really good when you’re talking about a website go-live,” Lori says. “It all happened just the way it’s supposed to, which is great.”

BigCommerce’s features, including built-in product searches, seamless checkout processes, product reviews, and abandoned cart emails, make purchasing much more intuitive for customers, leading to an improved experience. Integrations with tools like Klaviyo and Google Analytics 4 have also been crucial, enabling Norsland Lefse to understand customer behavior on the site and tailor their marketing efforts accordingly. These approaches are key to building loyalty and driving long-term growth.

The platform has also improved efficiency and productivity internally, easing the workload for staff like Becky. “BigCommerce makes it much easier to do what I need to do on the website. It syncs seamlessly with our shipping software, so I no longer have to manually enter customer details. Updating product information is also straightforward and the system is very intuitive,” she says.

The new site is a huge success, and Norsland Lefse is excited to continue collaborating with Brilliance on ongoing improvements to improve the site, conversion rates, and sales.



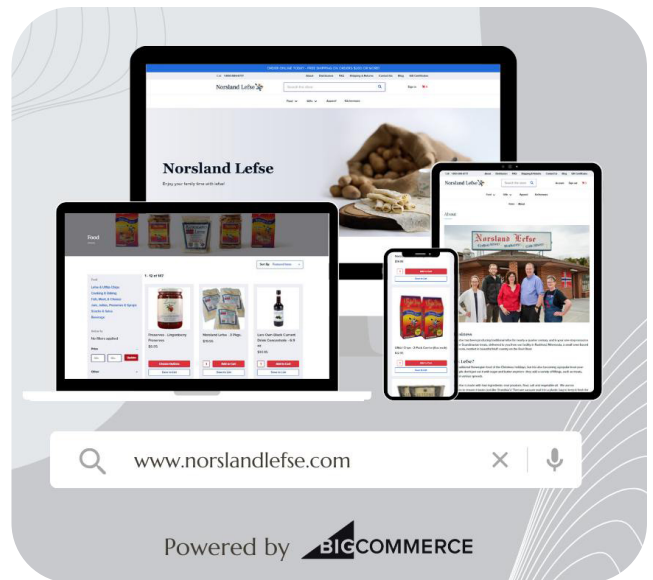
“We have this list of ongoing improvements that they’re leading me through prioritizing. They’re continuing to hold me accountable to our progress that we’re making together.”

Results

40% Revenue boost, 42 NPS, and fast-growing subscriber base

Within just two months of launching the new platform, Norsland Lefse saw a 40% increase in revenue over last year. The team attributes this boost to improved margins from direct site sales and more effective, data-driven advertising.

“Some of that growth comes from advertising, but we wouldn’t be able to invest in those ads without the improved user experience we have on our site,” Lori explains.



The company’s Net Promoter Score (NPS) also reached 42, indicating strong customer satisfaction and loyalty. “A positive 42 NPS shows us that customers are happy, enjoying the site, and would recommend it to others,” Lori says.

Additionally, the business adds 100 new subscribers to its mailing list every month, which Lori attributes to improved marketing capabilities. “With this list, we’re building scalable, sustainable growth, enabling us to build value both for our customers and for the business long-term.”

One of the biggest advantages has been gaining more ownership of their customer relationships and increasing their long-term potential.

“The great thing about investing in this increased digital presence is that every customer we gain is now our customer versus Amazon’s,” Lori explains. This allows us to market directly to them and encourage repeat orders, increasing customers’ lifetime value.”

Lori praises Brilliance Business Solutions for their expertise and efficient project management, which delivered a high-performance site on a tight deadline. They've gotten a lot done in a short period of time, and they're excited about potential new offerings. Lori knows that if they can imagine it, BigCommerce and the Brilliance team can make it happen.



“We’ve got this great conversion rate off of our emails, and we have customers that love us as evidenced by our high net promoter score. And all of those things mean higher profit margins for us as an organization.”



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