



Dive Gear Express (or DGX for short), is known as a worldwide, informative, and consumer focused source for premium scuba equipment for experienced and technical divers.

Dive Gear Express employees know their products from front to back. DGX staff are all certified scuba divers that use the gear they sell in their own diving adventures. If something isn't up to their own personal standards, they won't recommend it to their valuable customers.

Customer satisfaction isn't the only thing that's essential to DGX's core values; so is innovation. Since its inception in 2003, DGX has emphasized fast shipping and favorable prices, thus transforming itself from a local Florida dive shop into an international hub for scuba diving equipment.

Having more than a decade of success selling online, Dive Gear Express knew they had to move to the next level to continue this momentum. In particular, they needed a way to sort out their website shipping method displaying and calculations. As the company grew, so did the complexity of their shipping challenges.

In 2015, they decided to take a leap to have a more modern e-commerce platform and migrate to Magento, to solve this and other features they wanted to have for their website.

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“With our old website, our customer service team had to do a bit more to help customers figure out what their shipping options and costs were going to be,” said Emily Pepperman, Web/IT Support at Dive Gear Express.

“It was more questionable whether we could ship certain items a particular way.”



Through their new Magento site, DGX gave customers a more responsive, mobile-friendly platform that solved some of their shipping complexity issues. Dive Gear tried out the platform's native shipping functionality and a small 3rd Party shipping plug-in, but soon realized they both didn't quite hit the mark.

Then they learned about ShipperHQ after attending a Magento Imagine conference. ShipperHQ to the rescue!

"ShipperHQ gave us tools to offer our customers more options on how they want to receive their orders, and made our complex shipping methods and calculations a lot easier for us to handle," said Pepperman.

At Dive Gear Express, there are 4 different free shipping methods: Contiguous US, Non-Continental US, International and Expedited. The first three options are location-based and depend on a customer's cart total, while the fourth "expedited" method displays for higher subtotal orders regardless of location.

With ShipperHQ, DGX was able to filter down these options based on a customer's dollar amount, location and items in the cart. For the company, this was a total game changer, especially when it came to specifying that the site would not show free shipping on their bulkier items.

Dive Gear Express sells a variety of products, from small, light adapters to huge, heavy scuba cylinders. DGX was able to restrict that these larger items didn't qualify for Super Saver, which is their free shipping program. By using product segmentation and shipping rules in ShipperHQ, they could designate what carriers and options are shown to customers.

"ShipperHQ gives us the ability to separate our products into groups, which personalizes what shipping options are shown at the checkout, including freight options, which we weren't able to do before. To be able to provide this option for items that require it has been absolutely wonderful."

Of course, improving their user experience was only one part of the story. As a company that values top-notch products and customer service, it was important they work with a technology partner with genuine experts who deliver on their promises.

"ShipperHQ's customer service team are really responsive, recommend options that actually fit your projects needs and are passionate about all things shipping. From my perspective, that's helpful to anyone building an e-commerce store, regardless of what you're selling."

So if it's finally time to take the plunge, consider visiting DiveGearExpress.com for your scuba equipment needs.



Experiencing complex shipping challenges like Dive Gear Express? Start a **30-day no-risk free trial** to automate your shipping requirements with ShipperHQ.