



# How ACT Entertainment Consolidated Brands, Enhanced CX, and Opened the Doors to E-Commerce

CASE STUDY



“With Brilliance’s help, we’ve gone from multiple clunky sites to one seamless platform. They didn’t just build a website for us — they created a tool that our customers and our team rely on every day.”

**Emily Williams,**  
Website Specialist at ACT Entertainment



## ACT Entertainment

ACT Entertainment is a distributor and manufacturer of lighting, cables, and other production solutions for artists who perform everywhere from on the street to in a stadium.

## Highlights

### Challenges

- Creating a single, seamless e-commerce platform
- Empowering customers with self-service capabilities
- Modernizing digital tools while integrating with legacy systems

### Solution

- BigCommerce powers a unified e-commerce platform
- AX system integration enables real-time data flow
- Google Analytics and Lucky Orange deliver comprehensive customer insights

### Results

- Streamlined customer experience by 93%
- Increased site traffic and improved navigation
- Greater efficiency for marketing and sales teams

## Challenge

### Transforming multiple brand sites into a unified experience

It's hard to imagine a company not having elaborate e-commerce needs, but that was the scenario before ACT Lighting and the RHC Holdings family of companies merged to become ACT Entertainment. Combined, they can deliver any equipment artists could need, from studio to stage.

For years, they'd partnered with Brilliance Business Solutions to bring their creative eye and ideas to life through their websites. After the merger, however, ACT Entertainment's needs changed drastically.

At the time, ACT's online presence was scattered across separate sites for each of their best-in-category product brands. Customers couldn't help themselves online and had to call a sales rep for quotes, invoices, or sometimes even basic product information. Behind the scenes, ACT's older AX system made it hard to connect with newer digital tools.

"In the past, our websites were a little bit clunky. They weren't very informative or interactive, and our customers had to call in for everything, from creating quotes to paying bills. We also had multiple sites across different platforms, making it hard to bring all our products and information together in one place," says ACT Entertainment Web Specialist Emily Williams.

Along with the changing company structure came a push to unify 15 brands across seven websites into one modern e-commerce platform.

## Guiding the shift to a seamless online platform

Brilliance knew ACT needed more than a new website with some e-commerce functionalities; they needed a strong foundation for everything that would follow.

The biggest challenge was building something to unify ACT's brands while integrating with their legacy AX system. In other words, recommending a platform that would fit ACT's current environment and scale with them over time.

Brilliance immediately suggested BigCommerce. The solution integrated well with the AX system and gave them the opportunity to enter the world of e-commerce in a stable, sustainable fashion.

“

**“Brilliance recommended BigCommerce because it worked with our older operating system and they had the knowledge to bring all of our sites and ideas together. With their help, we were able to create the seamless ecommerce platform we needed.”**

# Solution

## A modern website built for customer self-service

ACT Entertainment moved to BigCommerce, where the Brilliance team helped orchestrate the union of multiple brands. First, Brilliance walked the ACT team through the process of connecting the platform with their AX system. Then, the development team built custom widgets and design elements that fit ACT's needs while modernizing the look and feel of the new site.

Instead of simply creating a virtual storefront for ACT, the goal was to give their teams a practical tool they could use every day to run campaigns and support sales.

BigCommerce delivered, enabling ACT to stop juggling the management of seven websites and leveraging data from a single, cohesive destination.

“We’ve been able to make a website that not only is functional, but informational. We have the potential to reach customers in a new way that we hadn’t in the past,” Emily says. “They turned our previous website into something that is key to our business.”

## Ongoing support throughout the testing process

While ACT expected Brilliance’s role to wind down over time, the relationship has grown stronger. The team continues to be responsive and open to collaboration, answering questions quickly and stepping in whenever ACT needs direction.

Brilliance added integrations like Google Analytics and Lucky Orange, which have increased ACT’s visibility into customer behavior. ACT plans to use that data to pinpoint problem areas and improve navigation. Brilliance also continues to build custom features to make the site work exactly as ACT needs it to.

ACT’s new e-commerce functionality is still being tested for live customers, and the teams continue to iterate. That kind of support and dedication gives the ACT team confidence to move forward.

# Results

## A cohesive online experience that supports sales and growth

ACT has gone from a patchwork of clunky sites to one streamlined platform. Soon, customers will be able to find products, create quotes, and pay invoices online without needing to contact a sales rep.



**“Since moving to BigCommerce with Brilliance’s help, we’ve seen a real uptick in customer traffic. The site is easier to use, and our teams can update products and launch campaigns faster than ever,” Emily says.**

Marketing can update products and push campaigns much faster, while sales can direct customers to the website instead of addressing every question over the phone. What used to be manual and scattered is now centralized and easy to manage, and the data helps them improve the experience.

The result is a platform that not only functions smoothly on the backend but also looks modern and professional, with a look and feel that unifies their organization. The project’s success culminated in winning the 2025 BigCommerce Partner Award for Best User Experience & Design.

## A trusted partner for long-term digital growth

Emily describes Brilliance as more than a vendor — they feel like part of ACT's team.

Their ongoing efforts help Emily's team be more effective. "Working with Brilliance has been so easy. They've answered every question I've had, directed me when I wasn't sure where to go, and delivered a website that could have been okay but became something truly great because of their team," she says.

She mentions the custom tools in particular have helped make the site more effective.

"With Brilliance, we've been able to make a website that stands above the rest. Their development team created features we couldn't have built ourselves, and their guidance has made the whole process simple," Emily says.

The simplicity and effectiveness are why ACT continues to work with Brilliance year after year.

“

**“What excites me about continuing our partnership with Brilliance is knowing we already have such a strong relationship with their team. I can't wait to see how we keep growing together and taking our website to the next level.”**

**Improve user experience.  
Generate more revenue.**

Get your free UX consult today

