

CASE STUDY

CLIENT OVERVIEW

Our client has an accomplished name in worldwide retail market for offering superior quality gears for all kinds of outdoor adventures like camping and hunting. It's adventure gears like associated optics, outerwear, footwear and different electronics are offered to respective clients through retailing and online shopping website. Based in Canada, close to popular recreational outdoor destination, our client; out of concern for customers' safety puts all designed equipment to test prior trading them that makes it a trusted name in worldwide market. Since clients of retail-eCommerce industry look for smooth shopping experience, our client aspires to outdo expectations of its clients by offering them huge collection of quality safety gears, incredible value and exceptional customer experience.

BUSINESS CHALLENGES

- Manual work was required to merge data from disparate systems, which hugely impacted business performance by delaying financial reporting and all other processes.
- Reduced productivity with long duration to manage projects.
- Lack of real-time dashboards didn't allow viewing of functions like inventory, order fulfillment, purchasing, CRM, POS, employee management.
- Duplicate and error prone working environment due to lack of integrations.
- Huge purchase and maintenance costs for hardware, software licensing, data backups, IT upgrades, etc.
- Unable to meet complex and fast-growing business demands of customers due to bad management process for tracking goods.

HOW WE TACKLED THESE CHALLENGES

- Our experts advised client to switch from siloed applications to SuiteCommerce to adapt to latest technology for his retail-eCommerce business to streamline all business processes.
- Integrated applications through SuiteCommerce helped in reducing operational costs; improved project management and offered greater customer satisfaction.
- Created real-time dashboards to have a clear insight of customer's purchase manner and anticipate future benefits and possible loss to balance perfectly.
- Implemented one-page checkout and guest checkout to give fuss-free purchasing experience.
- Implemented loyalty program to increase customer experience and build up the brand stronger.
- N-level category implementation with parent child matrix product specification.
- SuiteCommerce implementation helped company finances with huge cost-cutting.
- Newly developed modules to integrate various on-premise and cloud based applications helped with better synchronization.

IMPACT OF OUR SUITECOMMERCE IMPLEMENTATION SERVICES

- Excellent integration gave operational efficiency.
- Using SuiteCommerce, client is able to give consistent shopping experiences to customers sitting anywhere around the globe.
- Extended information access.
- Adjusted to client's business processes with easy customization.
- Huge cost-cutting due to all work managed over integrated applications.

