

IMPLEMENTED EXPEDUX'S OMNI CHANNEL SOLUTION WITHIN 6 MONTHS AND INCREASED OVERALL SALES BY 40% FOR A UK BASED SPECIALITY RETAILER



OUR CUSTOMER

One of the largest UK based speciality retail stores in selling housekeeping products. They sell over 5,000 quality catering Disposables, Cleaning Supplies and Equipment to their end customers.

OMNICHANNEL REQUIREMENTS

Our customer increased their supplier base to 10 fold during the last 3 years and their online portal couldn't support the rapid increase in the number of product listings. Moreover, they moved aggressively towards mobile and social media channels with a common 3rd party inventory system and integrated that with suppliers and end customers modules. This move created multichannel operations in a disintegrated manner and created confusions among end customers in price listings, product availability and order management areas.

VENDOR EVALUATION CRITERIA

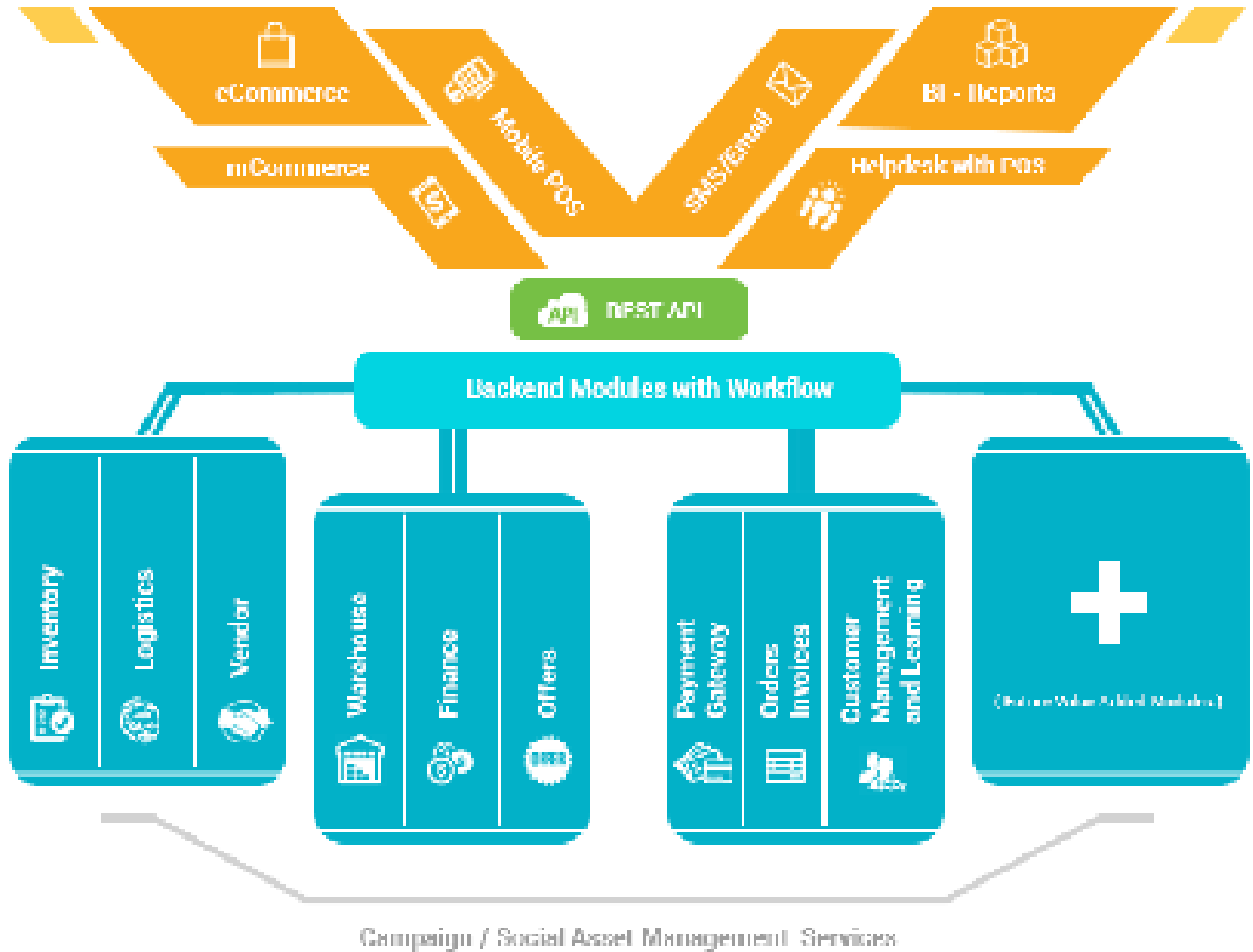
Our customer started evaluating offshore vendors who could address their end to end e-commerce to multi-commerce challenges:

- Migrate the existing online portal to a newer updated platform
- Seamless integration between inventory systems, suppliers database, order management, offer management, shipping and product management.
- Scalability across e-commerce and m-commerce platforms in terms of product listings with multiple portfolios.
- Enable Personalized and unique customer experience across online, mobile and social media channels.

Why Expedux:

During the vendor evaluation process, Expedux demonstrated the capabilities in terms of technical acumen (50+ man years of experience in core e-commerce platforms) & expertise in transforming ordinary e-commerce organizations into omnichannel specialists. Our customer was impressed with Expedux's urge in making a difference in e-commerce/e-tailing space and chose us for implementing end-to-end omnichannel solution.

OUR SOLUTION



OMNICHANNEL SOLUTION IMPLEMENTATION

Expedux evaluated existing challenges and suggested our unique 4-pillar strategy to implement “omnicommerce” right.

Pillar 1: Back end operations Management

Expedux revamped the entire back end operations and implemented the right solutions for back end operations like shipping, inventory management, order management and Merchandising. This initiative improved efficiencies significantly and provided better service to their end customers and partners.

Pillar 2: Online/ Mobile Upgrade

We carried out an important task of implementing customer facing interfaces with cutting edge solutions (Mobile Responsive/ HTML5/Infinite product listings) and integrated it with the back end systems seamlessly and quickly.

Pillar 3: Inventory as Fulcrum of entire landscape

Expedux analysed the technical possibilities and identified that the inventory system had the API possibility to communicate with external applications. We customized our e-commerce module to integrate with their backend inventory system seamlessly through internal Zend Framework. This meant that everything could be controlled by the backend user. This enabled the customer to maintain their e-commerce portal through common inventory system and they had the new possibility to extend their business in multiple product types.

Pillar 4: Customer Engagement

We implemented customer intelligence and analytics solution to our customer to measure the influence of all touchpoints on a customer’s journey to purchase—online, mobile devices, search, and social media and email communications and understand a holistic view of how a valuable customer makes a purchase.

BENEFITS

- Doubled their revenue within 6 months and achieved omni-commerce deployment with unique and seamless customer experience.
- Increased product listings from 100 to unlimited listings.
- Greater Engagement with the target audience across multiple channels that resulted in the 35% increase in new customer footfalls.

ABOUT US



Focus

Optimize & Enhance Retail
Omni channel Experience.



Experience

100+ man years of expertise in
working with retail/e-com
merce technologies.



Credibility

99% of our customers doubled
their revenue within 6 months.



IOT- R CoE

Centre of Excellence team to
constantly innovate Internet of
Things in Retail such as Aug
mented Reality, Mobile PoS &
3D printing.



Stability

Team is backed up by eminent
industry advisors and Venture
Capitalists.

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