

INCREASED CUSTOMER FOOTFALLS BY 50% WITHIN 3 MONTHS USING EXPEDUX OMNI CHANNEL SOLUTIONS FOR A INDIA BASED PRINTING FIRM

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OUR CATEGORIES ▾
DESIGN YOUR OWN PRODUCT
ABOUT
CONTACT

- 1 UPLOAD YOUR IMAGE
- 2 CHOOSE ANY OF YOUR PRODUCT WITH YOUR DESIGN
- 3 ORDER & RECIEVE YOUR OWN DESIGNED PRODUCT



▶ SEE HOW IT WORKS



HOT PRODUCTS



Calendar
★★★★★



Visiting Card
★★★★★



Pop-up Banner
★★★★★



Personalized Mugs
★★★★★



Tshirts
★★★★★



OUR CUSTOMER

A leading India based printing company that offers business cards, stickers, wallpapers, t-shirts, mugs, stationeries to Enterprises and end customers.

CHALLENGES

Our customer wanted to expand their footprint and revenue channels through E-commerce, M-commerce and Social Media platforms. Also, they would like to automate their entire printing operations over online so that the customer could choose the products of their choice. They wanted an Omni channel solution that should have more flexibility to customize the products in "Printing" Domain with the following requirements as well.

- Seamless integration and management of all the backend operations such as Order management, Shipping management and Customer support
- Responsive applications with all major browsers in desktops, android and iOS.
- Ability to handle different type of product types along with the ornaments.
- Ease of use experience to design their products.
- Automated backend data entry through barcode technologies

Expedux was selected due to our approach towards multichannel vs. omnichannel commerce operations with module based solution development and customization for better customer experience.

OUR APPROACH

Expedux analyzed the existing solution and architecture and understood the limitations in terms of integration and new feature development. So we kept the legacy system intact and implemented other features from the scratch.

Phase 1

- Legacy CMS system Integration and Themes development
- E-commerce Enablement
- Email Notifications implementation
- Product listing
- Mobile Responsiveness
- E-commerce and M-commerce launch

Phase 2

- Product Listings Management - – Medium and Complex Product types such as car, wallpapers
- Customization Management
- Web Launch for Public

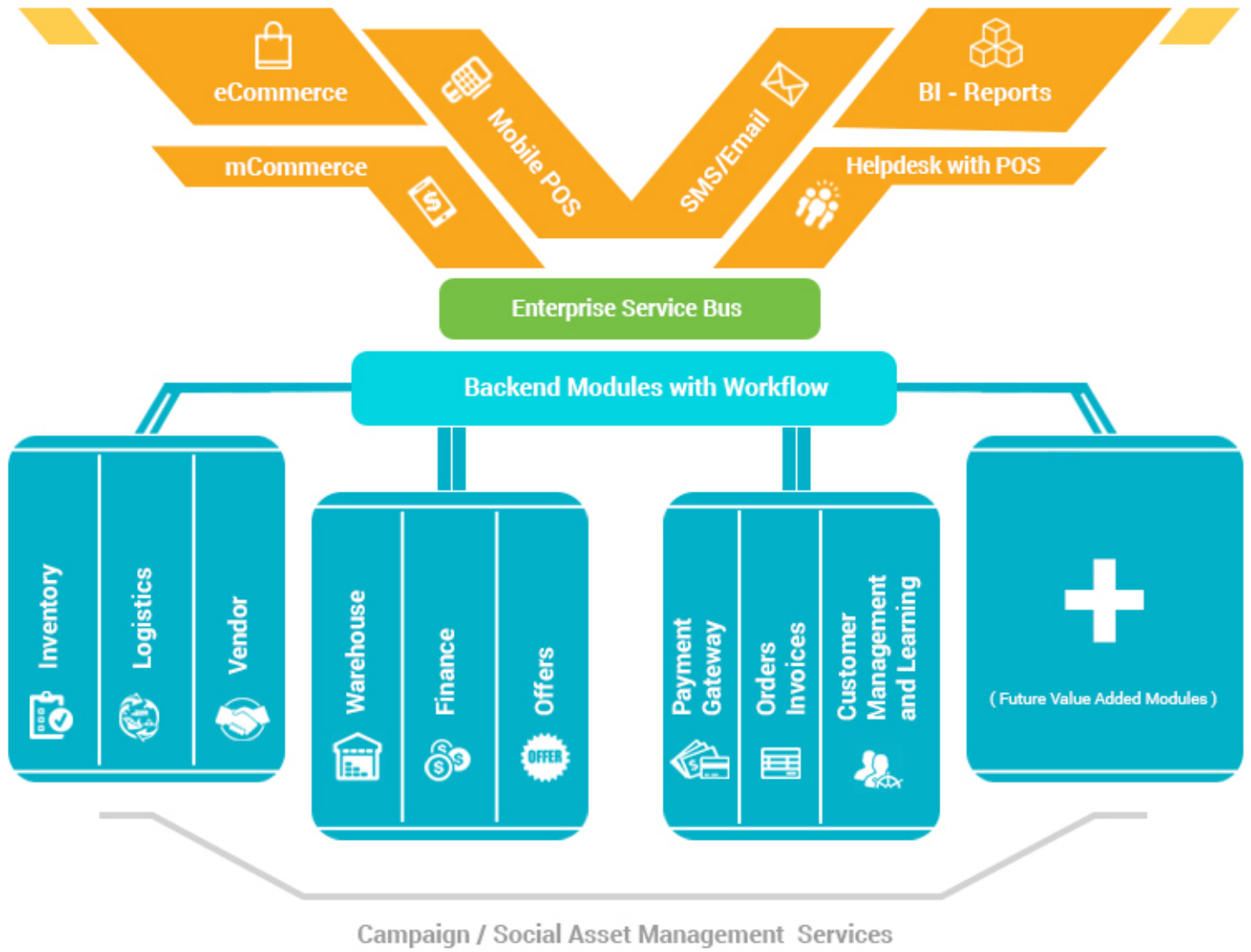
Phase 3

- SMS Notifications Management
- IVR & Phone call Notifications

Phase 4

- Barcode Technology
- Customer Support
- Data Intelligence and Analytics Enablement

OMNI CHANNEL SOLUTION



BENEFITS

- 50 % increase in overall channel visits month on month.
- Enabled 45% of conversions directly from the website.
- 6% increase in sales conversions since Facebook campaign launch.
- 40% increase in overall sales and a staggering 30% contribution from online portal customer experience.

ABOUT US



Focus

Optimize & Enhance Retail Omni channel Experience.



Experience

100+ man years of expertise in working with retail/e-commerce 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 Augmented Reality, Mobile PoS & 3D printing.



Stability

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

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