

STREAMLINED AND UPGRADED THE BACK END SYSTEMS FOR AN ONLINE ONLY RETAILER AND DOUBLED THEIR REVENUE WITHIN 6 MONTHS USING EXPEDUX'S OMNIFIED RETAIL SOLUTION OMNI-CHANNEL SOLUTION



OUR CUSTOMER

One of the pioneers in online only retailing space and offers B2B and B2C market place for the janitorial supply industry. They have partnered with quality manufacturers across UK, Europe, US and Asia in order to maintain high quality products at low prices.

OMNICHANNEL REQUIREMENTS

Our customer started their store operations 5 years ago and they had one revenue source to survive with i.e in-store customers. They realized the importance of leveraging e-commerce evolution and mobile commerce popularity and our customer wanted to create a B2C Omni channel model for their end customers for 3 important reasons:

- Expedite their existing revenues by 100% within 1 year.
- Increase the customer footfalls by 20% month on month .
- Provide unique and seamless customer experience across all the channels.

VENDOR EVALUATION CRITERIA

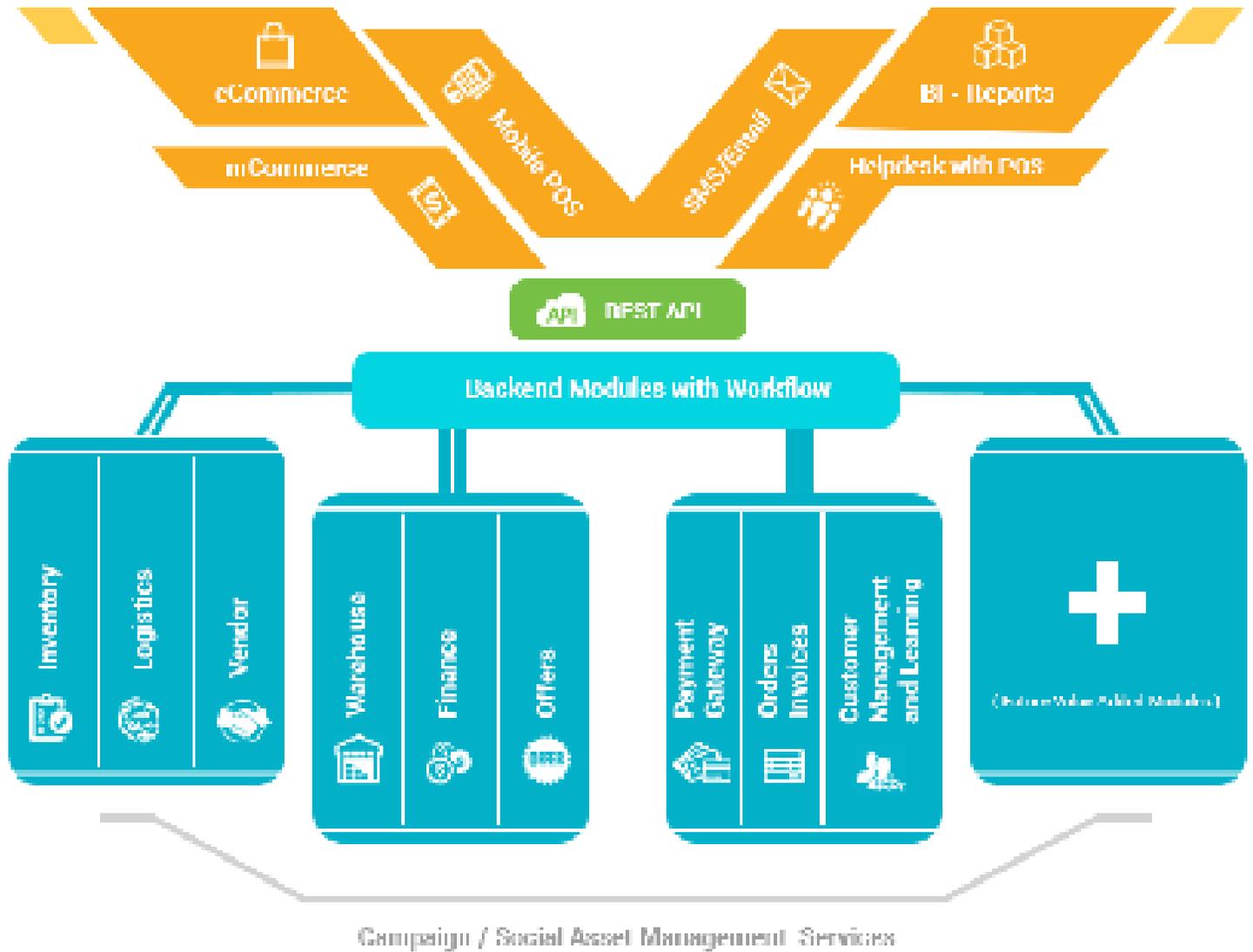
- Due to the complexity involved in B2C house-keeping ecosystem, they preferred an Omni channel partner who could implement the "Omni channel strategy" right.
- They expected online portal should be robust and scalable and there should be seamless integration and unique experience across channels such as online, mobile, in-store operations, call centre and social media.
- All the distributors and customers control should be maintained from their centralized Inventory and customer management system.

- They wanted to enable following options to their end customers a) Making real time and same inventory visibility across channels 2) Unified customers and partners accounts & order history across channels.

Why Expedux

- Niche player (Omnichannel solutions to Retailers) with strong success stories to achieve unified customer experience across all the channels.
- Experts in implementing end-to-end omnichannel solutions right in double quick time and providing a solution i.e 60% cost effective than competitors.

OUR SOLUTION



OMNICHANNEL SOLUTION IMPLEMENTATION

ExpedUx started the project scope phase with 3 weeks omnichannel consulting and implemented the entire solution in 4 Phases with Expedux's 4 pillar Omnichannel strategy:

Phase 1: Click and Mobile Enablement

Implemented a robust, scalable and flexible ecommerce platform with features like

- 1) Unlimited product listings
- 2) Customized themes
- 3) Seamless integration between inventory, shipping, order management and partner management.

Strategized ease-of-access between our customer + partners + end customers with mobile apps across all the platforms

Phase 2: Streamline Omni channel fulfillment and unique customer experience

Enhanced our customer's reputation and brand identity by implementing the right strategies to sell from all channels and streamline the order fulfillment cycle right from order placement to delivery.

Phase 3: Omnichannel Analytics

Our customer wanted to reap the benefits of omni-channel by serving their customers better. We delivered an analytics solution to measure results in real-time across channels.

Phase 4: Internet of Things

M-PoS (Mobile Point of Sale)
Camera based customer analytics

BENEFITS

1. 60% increase in overall sales and a staggering 40% contribution from online portal within 6 months post implementation.
2. 20% increase in overall site visits month on month.
3. Enabled 45% of conversions directly from the website.
4. Increased social media traffic to over 48% of total site traffic.

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 con-
stantly innovate Internet of Things
in Retail such as Augmented Real
ity, Mobile PoS & 3D printing.



Stability

Team is backed up by eminent in-
dustry advisors and Venture Capi-
talists.

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