

Case Study

E-Commerce Solution Development & Maintenance Services

For a UK-based cloud solution provider serving 1000+ retail brands across the globe

PROJECT OVERVIEW

The client was seeking a customized commerce solution that could serve as a single platform between retail enterprises and their end-customers. This would help streamline the buying processes and build brand reputation through a transparent approach. As part of the mandate, they needed to develop a first-of-a-kind eCommerce platform and continuously improve its functionality by adding new, engaging features.



Capability

Enterprise Services



Industry

Retail



Country

UK

KEY FEATURES

A unified platform helps deliver fluid omni-channel experiences enabling meaningful customer relationships, smoother business processes, and improved sales.

▶ Personalized reach

Personalized offers and discounts to customers at every touchpoint to motivate purchase while earning loyalty that eventually drive sales & profits

▶ Merchandising

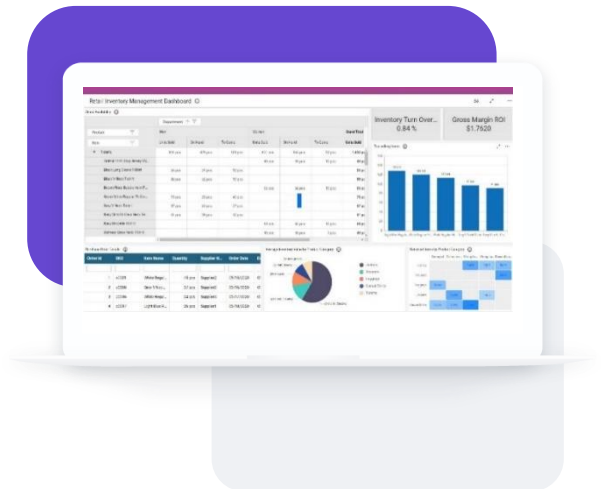
Equip retailers with right pricing, distribution channels, and up-sell or cross-sell merchandise to delight customers and maximize business efficiency

▶ Increased transparency

Provide accurate, verified, and timely updates through constant first line support to enable data transparency and hence better decisions

▶ Actionable analytics

Leverage enterprise-wide data to analyze buyer trends and market forecasts for actionable insights and tighter control



CHALLENGES

- ▶ Siloed channels impacting inventory & order management
- ▶ Lack of voluminous data processing capability, streaming from multiple sources
- ▶ Inability to do enhancements and modifications without affecting system performance
- ▶ Restricted agility and flexibility of the in-house team to act on customer requirements
- ▶ High risk of data theft & hacking

SOLUTION

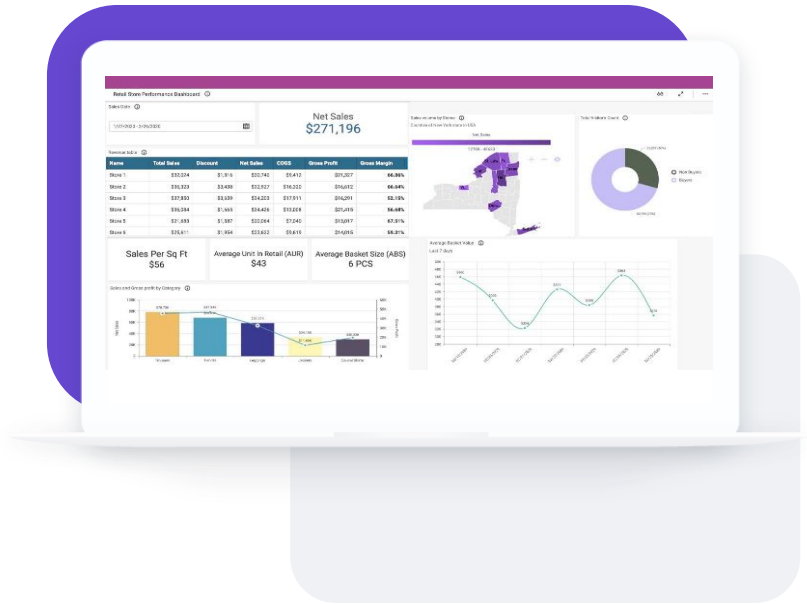
The unified solution helped the client simplify omni-channel retailing with total control over customer engagement, order & product management, and business analytics to elevate shopping experiences and increase profitability.

▶ Agile approach

Developed the solution that met the rapid and changing needs of our client by applying agile methodology practices and standards

▶ Administration Module

Developed a centralized module to manage all orders and inventory across various touchpoints with real-time assignments, prioritizations, and status updates

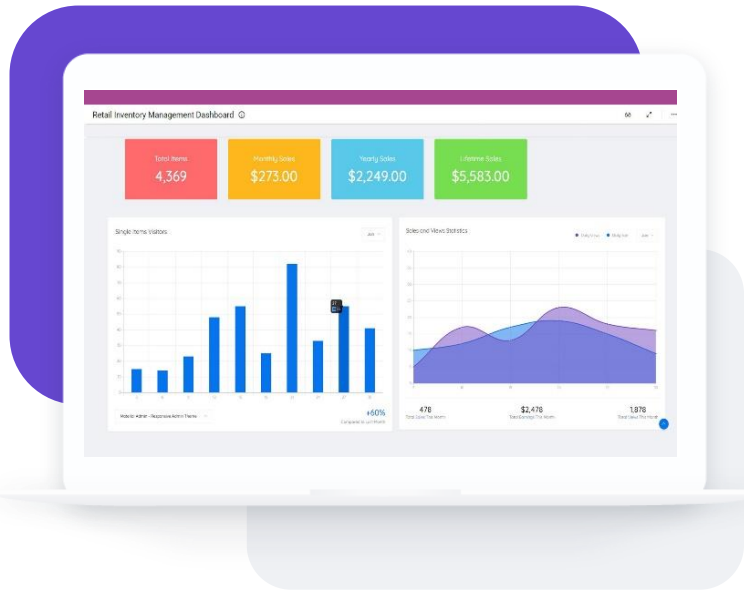


▶ Integrations

Unified various payment gateways, built & integrated advanced search & promotion elements, implemented CRM integration and other 3rd party APIs to deliver a comprehensive solution

▶ GDPR compliance implementation

Careful planning and integration of data security standards & protocols ensured adherence to all the GDPR compliance requirements



TECHNOLOGIES & TOOLS



BENEFITS

25%

increase in enterprise customers

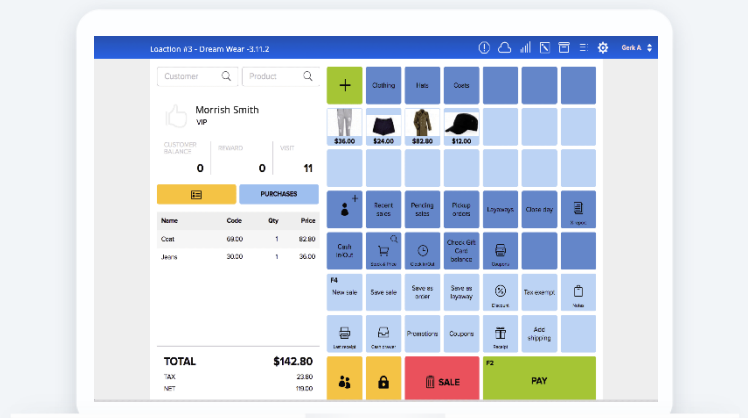
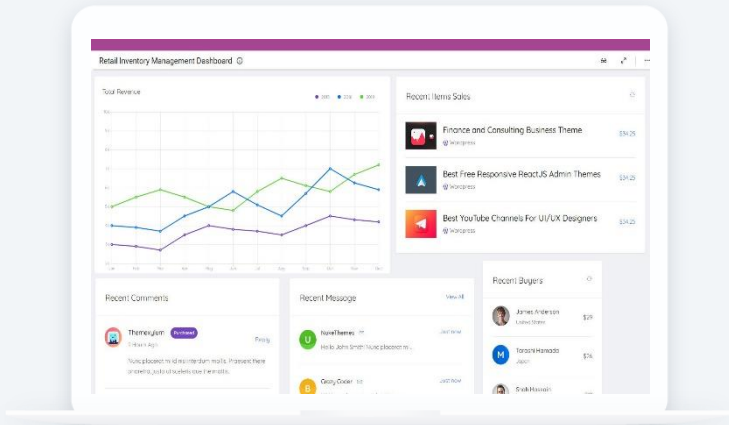
~40%

reduction on daily data processing time

20%

annual growth supported

PROJECT SNAPSHOTS



ABOUT RISHABH SOFTWARE

We are a global provider of enterprise-grade web, mobile, cloud, and analytics solutions. As a CMMI Level 3, ISO 9001 and 27001 certified software development company, we have two decades of service excellence delivering 1000+ successful projects globally, including the USA, UK, Europe, Middle East, and Australia.

sales@rishabhsoft.com

+1-201-484-7302

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