

Case Study

Multi-channel e-Commerce Management Solution

Enabling an Asian ecommerce start-up unify buyer-seller engagement

PROJECT OVERVIEW

With the vision to reach a broader range of consumers, increase brand reach, and boost sales, the India-based customer approached us. We helped in developing a multi-channel e-commerce marketplace solution that would help sellers sell their products both in the Indian and international markets while reaching broader set of buyers.



Capability
Cloud



Industry
Retail



Country
India

KEY FEATURES

With our SaaS development services, we delivered a robust SaaS-based solution that helped address the critical concerns of merchants by providing integrated information across marketplaces on a single platform.

Dedicated vendor dashboard

It enables easy vendor registration with a separate admin portal for vendor product catalog enabling them to position better in the marketplace

Leverage Global presence

Facilitate tailored shopping experience with our marketplace solution, and mobile app development for multilingual and multinational audience connect

Intuitive eCommerce capability

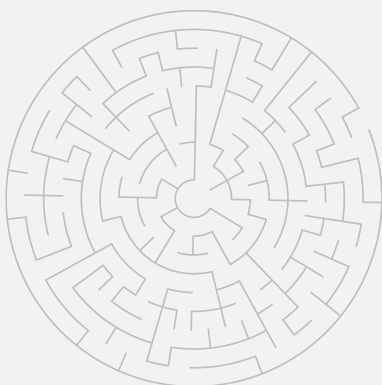
The adaptable multi-vendor platform enables both start-ups and established organizations to develop their eCommerce capability

Power of analytics

Advanced analytics offer insights into various aspects like vendor-wise sale, merchandise sold/unsold, turnover per category, order & inventory reports, etc. which helps in decision making

CHALLENGES

- Incapability of handling concurrency and parallel queries on large data sets
- Deprived of custom reports across inventory management, order processing, CRM and more
- Poor tracking of product listing, product reviews and ratings
- With no integration capability, lack of pulling data from 3rd party product listing platforms



SOLUTION

We created an intuitive solution that helped automate the major chunk of the process of setting up accounts on various marketplaces to getting the products delivered to the customer. The instinctive dashboard helps sellers to host their products and listing on multi-channel marketplace platforms like Amazon, Flipkart, SnapDeal, and more.

Inventory management

Utilized AWS to offer real-time data for shipping & returns and inventory over a centralized module. It allows easy viewing, editing, and managing customer orders from multiple sales channels. Also, there is automatic sync, demand forecasting, and end-to-end purchase management for regular stock replenishment

Vendor management

Swift maintenance of product data, including inventory, purchase orders, product catalogs and more for buyers & sellers, leading to strong vendor relationships with standalone dashboards to assess varied parameters

Order processing

The tight integration with all leading marketplace platforms supports smooth processing of orders from multiple channels and also automates many administrative tasks, including invoice printing, bulk processing, managing live orders, and more

Robust CRM

The multi-channel CRM module enables the creation of business-specific workflows, launch & supervision of efficient marketing campaigns ensuring apt brand strategy & consulting approach to increase sales

TECHNOLOGIES & TOOLS



Outcomes

80%

client retention with
a focus on quality

4X

increase in operational
efficiency

Modern &
responsive

user experience to increase
user satisfaction

ABOUT RISHABH SOFTWARE

As a Digital Engineering and Enterprise Transformation leader, we empower businesses to scale, innovate, and thrive in today's digital-first world through technology rooted in trust and transparency. We leverage emerging capabilities such as Cloud, Data Engineering & Analytics, AI, Automation and Application Engineering to drive digital transformation and unlock new opportunities. We have successfully served across 25+ countries, and we work towards customer delight as "WE CARE."

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