

# Leading Retail Giant

## Overview (Client Profile)

Client is the e-commerce pioneer and dominant online merchant for Indian rich arts, crafts & vast spiritual offerings

## Project Description

The client and Shree Partners agreed to an engagement, designed not just to complete an assignment but to give both parties the long view of their mutual capabilities and the needs of the business and to give them flexibility in how to carry out the work. The first collaboration between the client and Shree Partners focused on improving the customer experience. The team automated categories to start with, refined and reorganized them, developed fresh content and images and structured the vendor data for them.

Over the next few months, the team worked together on a revamp of the user interface, and included features as

- Customer can purchase cultural items from this site.
- User can make his login to earn points.
- User can advantage for Loyalty program. They can purchase item after redemption his points
- Online Inventory Management System through Admin module
- Online Payment gateway like Amex, HSBC, CITI bank
- User level authorization and authentication.
- Data Security with encryption and Secured Layer(SSL)

## Business Challenges

The collaboration when the client was challenged to make the transition from its hugely popular print catalogue and mail order business to a profitable e-commerce platform. The challenges were typical of that period including:

- Addition of new products and Loyalty program was a bottleneck
- Discrete Application Maintenance was needed
- Technological Advances were required
- Inventory management and Online Gateway
- Improving the Online experience was essential
- Enhancing eCommerce features was imperative

## Scope, Environment

### Environment:-

- **Open Source Stack or to ATG Commerce Suite**

### Scope:-

- Development and Maintenance

## Shree Value Adds/ Business Benefits

- The client has achieved annual increase in online retail sales
- Improvement in conversion with average order value increasing by 34%
- increase in unique user traffic
- Increase in online natural search revenues by 15%