

Case Study

E-Commerce Transformed: Elevating the Shopping Experience with a Mobile- First Approach for Leading Retail Brand



VISIONET

Overview

Our client is a leading family-owned online retailer of footwear, apparel, bags, sunglasses, and accessories who was looking to overcome operational and customer experience challenges. By upgrading the client's eCommerce platform and integrating multiple solutions, Visionet enhanced customer experience and increased revenue growth. Custom modules were developed to automate business operations, saving time and increasing operational efficiency.








The Client:

The client is a family-owned retail business that has been in the U.S. retail industry for over 20 years. The company offers over 25,000 stylish shoes, accessories, and apparel from globally recognized brands such as TOMS, Puma, New Balance, Steve Madden, and more. The company prides itself on providing unparalleled customer service, offering affordable prices, free ground and return shipping and seamless shopping experiences. The company's philanthropic spirit is rooted in giving back to the community, ensuring that every customer receives the best possible experience while shopping with them.

The Challenge

The client's eCommerce platform needed to be adequately equipped to handle the volume of customer traffic across devices. The company's operational efficiency could have improved, leading to manual work, which hindered growth potential. Additionally, the client needed help adapting to new features to enhance customer experience, which could lead to customer churn.

To achieve these goals, they sought comprehensive support from competent Magento professionals to painlessly resolve the following challenges while strengthening its developer ecosystem capabilities.

 <p>Cross-device customer experience</p>	 <p>Manual work</p>	 <p>Operational Inefficiency</p>
 <p>Scalability for business partnerships</p>		 <p>Inability to incorporate new features</p>

To resolve these issues, they required the assistance of skilled Magento professionals who could help them overcome various challenges and enhance their eCommerce capabilities effortlessly. This is where Visionet came into play.

The Solution

Visionet executed a new website design that included cart and checkout features, enhancing the customer's shopping experience. The platform was upgraded to the latest Magento platform and extensions, such as Algolia and Emarsys, to improve site performance. The platform was also enhanced to provide discounts to Planet Fitness members, driving new customer acquisition.

Visionet integrated multiple solutions, including Bazaarvoice, Braintree, and EasyPost, to enhance the customer experience. Custom modules were developed to automate business operations, saving time and increasing operational efficiency. Finally, performance optimizations were made to the Product Detail Page (PDP), Cart, and Checkout, further improving the customer's shopping experience. Here's a comprehensive view of how we catered to the various aspects of the client's site administration, management, and support:



Site Administration & Management:

We covered the nitty-gritty details of user accounts, permissions management, daily maintenance, and support code builds. Our team enabled seamless customer data management and activation, enabling smooth version management and code & data replication when required. Additionally, we handled the company's site caching and search availability indexes and administered all customizations, including custom integration points, web services, custom scripts, and custom jobs. This ensured that the website operated optimally, with minimal downtime.

Break-fix/Enhancement Support:

Visionet ensured that the client's website was always up to date by providing approved defect fixes that were pushed into production every other week based on the release cycle. We provided a fixed number of hours for support, which includes development and quality assurance, ensuring that any issues that arise are addressed quickly. Furthermore, our expert team analyzed requirements for enhancement to the current system, including new features, integrations, and redesign. This allowed continuous improvement of the client's website.

Service Delivery – Weekly Review:

In order to ensure that the client's website runs smoothly, team Visionet provided requirements management, delivery planning, risks review, quality assurance, communication management, change & release management, and weekly review, enabling the client to identify and address any issues that may arise.

Strategic Review – Quarterly:

Our team ensured that the retailer's website remains relevant and competitive in the ever-evolving online marketplace. We provided them with strategic direction, priorities review, benefits monitoring, innovation & transformation, and contract management. This allowed our client to stay ahead of the competition, providing their customers with an exceptional online shopping experience.

The Results

The retailer was able to drive personalized omnichannel engagement, making commerce more personal with Visionet's leading-edge Magento commerce implementation service features. By powering its digital business with Adobe Experience Cloud, we enabled the client to significantly improve its platform's performance, scalability, and security, increasing revenue and operational efficiency. Additionally, automating business operations saved time and resulted in cost savings while enhancing its customer experience, leading to increased customer loyalty and acquisition.



Tools & Technologies



Why Visionet?

Visionet is an engineering-led technology solutions provider built on the premise of disruptive innovation. For over 27 years, its innovation-centric approach has unlocked digital-driven success to over 350+ global enterprises across CPG, Retail, Banking & Financial Services, Food & Beverage, Manufacturing & Distribution, and Life Sciences industries. As a Microsoft Gold Partner and winner of the Microsoft Partner of the Year 2022, Visionet is highly experienced in providing end-to-end solutions for the Microsoft Dynamics family of ERP platforms. We leverage Microsoft-approved best practices and industry-focused frameworks, which enables us to efficiently and cost-effectively deliver high-performance solutions.



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