Modernizing an e-commerce platform for a furniture retail giant

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Industry: Retail, Furniture

BACKGROUND

A furniture retail company based out of the U.S. approached us to revamp its e-commerce platform which was developed earlier with a heavy-weight ecommerce framework. So, the platform faced certain challenges in terms of outdated technologies and poor performance.

The platform is no longer effective in meeting the varying demands of the user base with a lack of functional flexibility, obsolete user interface, issues in product onboarding, slow loading times, and other customization hurdles resulting in customer dissatisfaction and a drastic decrease in overall sales.

SOLUTION IMPLEMENTED

- Our team had a detailed discussion of the challenges and transformation requirements of the e-commerce platform. We then proceeded with an in-depth market analysis and came up with a strategic approach to arrive at a remunerative and eye-catching platform.

- The platform was modernized with all the necessary technologies, features, and functionalities within 6 months which was exactly preferred by the client.

- The best use of our proprietary ecommerce framework led to a quick and effective platform modernization process with outstanding capabilities.

OUTCOMES

28%
Reduction in initial capital expenditure costs

2X
Increased product sales on the platform

35%
Enhanced responsiveness and flexibility

The client was extremely happy with the quick modernization process of the e-commerce platform which showed a tremendous increase in online sales, enhanced customer satisfaction, improved brand reach, and reinforced the company's competitive position in the market. With the outdated platform, the client was able to cover only the B2B sector with a very limited ROI but after the platform modernization, they were able to expand their e-commerce business across the B2C sector and increase product offerings with a wide audience base across the globe.

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SOLUTION IMPLEMENTED

- Implementation of server-less architecture paved the way for optimizing platform performance, security measures, and automating processes.

- Inclusion of several enthralling features and functionalities like personalized product recommendations, easy-to-use interface, mobile responsiveness, customer reviews, third-party integration support, scalability support, and so on.

- Our solution offered enhanced responsiveness and flexibility for the e-commerce platform.

- Continuous platform refinement carried out based on user feedback and changing needs.

Technology Used

node js

HTML 5

ANGULARJS

JS

Microsoft® .NET

SQL

Azure