Case Study

Bespoke Software Development Solution

The Client

Our client is a fast-growing unique online retailer. In operation for 10 years, their mission is to deliver a unique online sales experience. They are one of the largest players in their market but considering its size, they felt that there was scope to become a leaner and more cost-efficient enterprise.

Project Overview

Our client needed a platform for efficiently delivering to customers the products purchased online, managing spikes in demand due to increased sales and offering a service that matches their customers' expectations. Their operation was based on paper-based invoicing and used reports taken from Excel, which was adequate to get them to their current commercial position, but was not time-efficient and took unnecessary amounts of resources to manage

Due to growth with unprecedented demand for online retail during the COVID-19 lockdowns, there was a very clear need to improve operations. Invoices were being missed, and bottlenecks in their distribution often led to disgruntled customers. It was decided to deliver a user-focused sales and delivery platform.

Our technology solution has streamlined our clients' operations and improved customer satisfaction, which has resulted in a better positioning in a highly competitive market. We are still developing the platform and adding new features on a regular basis to ensure our client maintains their competitive advantage.

The key features were:
1. Real-time information and updates so staff can see the whole sales process, from purchase to warehouse picking through to delivery and customer receipt.
2. Administrators can make amendments and updates to the live process, as well as have access to the overall sales reporting functions.
3. A live and accurate sales system for displaying on an office monitor for all to see.
4. It was crucial to also make the application accessible from anywhere, whether that be in the office or on our customer's sites.

Summary

With a track record of building enterprise e-commerce platforms for our customers, we designed a solution that was well-tailored to our client's needs and helped them build a quick and effective sales and delivery operation. The design used was highly intuitive, responsive, and easy to use.

Our customers saw these immediate benefits:
1. Always-on solution
2. Remote reporting
3. Improved staff productivity
4. Lower production costs
5. Simple and easy to set up
6. Improved TOI (Transfer for Information)
7. Improved time management
8. More accurate automated billing
9. Greater Profitability

Key Points

- The client is an online retailer with over 10 years of experience.

- The client needed a platform for efficient delivery of products to keep up with the demand that emerged from the Covid-19 pandemic.

- Using our experience in building e-commerce products we developed a bespoke software solution.

Talk to us about your next project.

0117 2020 200

info@impactitsolutions.com

www.impactitsolutions.com