



**MORE ONLINE SALES NOW,
FASTER GROWTH IN THE FUTURE**



Imagine you're running a garden supplies store, and you have 100 customers coming every day to the checkout counter with a product in their hand. Business is good, right? Now imagine how would you feel at the end of the day if you only sold three of these 100 products? This scenario became an online reality at our client's e-commerce website due to a 97 percent cart abandonment rate. Our job was to turn it around.

PROBLEM

Our client was unable to retain and increase online sales because it was using a third-party hosted e-commerce website that was riddled with problems. Application availability was poor, almost 30 percent lower than the industry standard. Inventory visibility was inaccurate, which led to a poor customer experience, especially when searching for the exact products required. The customer would be informed at the last stage of the transaction that the item being checked out was unavailable and that led to an extremely low conversion rate, 12 percent below the yearly average. It was found that 34 percent of orders were being affected, reducing revenue by an estimated 44 percent. Realizing that it needed to urgently revamp its e-commerce website and the supply chain platform at the backend to improve online sales immediately, the company approached Infosys for help.

SOLUTION

We used a workshop to crystallize the client's objectives and conducted an 'as-is' analysis to identify current limitations. In about nine months we created an e-commerce platform built on the best applications—as IBM WCS, Apache SOLR, Sterling OMS and Call Center, ESB WSO2, OpenCMS, and BI Talend—leveraging as many out-of-the-box features as possible to minimize development time and improve future upgradability.

We redesigned the website with a new UI/UX to make it more responsive and improve site response time with loyalty, special orders, and payment switch integrations. This gave the client an all-new website that delivered a complete package of content, commerce, and community experience. Customers, mainly middle income farmers, had seamless access to the site on different devices, including mobile, where they could now easily search for the products they wanted.

Other major new features included PayPal integration, Power Plus extended warranty, redesigned customer enquiry page with Service Now integration, subscription orders, store-level pricing, and online returns. The count of releases to production increased eightfold, with two sprints every month.

**QUALITY OF
EXPERIENCE**

30%

**ABOVE INDUSTRY
STANDARD.**

**SITE
AVAILABILITY**

NOW

99.8%

The conversion rate, which used to be an abysmal 0.12 percent, rose to 0.92 percent for the year, and hit a high of 7.32 percent during the holiday season. The revenue from the site increased an incredible 1,900 percent, and sales were now twice the 2015 figure.

Instead of three sales out of 100, the e-commerce shop was making 21.

**WE DID THIS FOR THEM.
WE CAN DO IT FOR YOU.**

**Find out more about
how we can improve
your e-commerce
customer experience.
Reach out to us at
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