

Mobile First Ecommerce Solution – Case Study

How **DSS** Helped A Celebrated Fashion Line
Increase its **Online Sales** by **30%**



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DIRECTION
Software LLP

Executive Summary

The Client

An International Beachwear Fashion Brand

Industry

Ecommerce

The Need

- A revamped responsive website to increase online sales
- Some additional features for the website and admin to improve usability and customer interaction

Business Solution

- DSS created an easy-to-navigate and customer-friendly Website
- DSS added some additional features and came up with an incredible website layout that made the products visually appealing as well as gave a boost to customer satisfaction levels

Technology Used

HTML, CSS, Cake PHP framework & My SQL database

Benefits

- Boost in online sales by almost 30%.
- Cost of website development recovered in approximately 4 months.
- 50% improvement in website performance.
- Increase in customer satisfaction levels.
- Better error monitoring system helped the client save time and reduce errors.

The Client

If you're looking to have that perfect blend of luxe and excitement into your beach vacation wardrobe, this international beachwear brand - a premium fashion line - is your one shop stop. A well-known Hollywood actress, model and a beachwear designer launched her namesake company in 2005-which is now an enduring luxury lifestyle shop with a global reach of 15,000 customers spread across the US, Europe and Australia. With its exquisite offerings, the brand envisages to continue delivering the best possible shopping experience to its new and repeat customers.

Business Requirement: A Revamped Mobile First Website to Augment Online Sales

The company is a popular brand selling high quality. But a revamped mobile first site was the need of the hour, which would help create a cohesive brand experience for customers viewing across devices. Also features were needed to increase online engagement, encourage repeat visits and speed up the revenue cycle.

Here's what the client wanted from the website and admin:

- Easy-to-navigate and customer-friendly site with good user experience when viewing across devices
- Visually appealing product display and enhanced Search facility
- Better interlinking of products to aid purchase decision
- Facility for better customer interaction and easy availability of needed information
- An easy system for returns and exchanges
- A site attuned to latest Push Marketing techniques
- Social media integration with the products
- A Site optimized for Speed and SEO
- Admin enhanced to manage products and promotions better, as well as more report types needed to make better business decisions
- Change of platform to PHP



How DSS Created a Mobile first website and built a Value-Based Business Case

The client approached DSS to develop a Mobile First website that would help them meet its business requirements within a short turnaround time. DSS mapped a solutions strategy, based on the client's feedback and ensured that the solution was in sync with consumer expectations.

Here's an overview of the solution implemented by DSS::

- The design team came up with an incredible mobile first website layout that made the products visually appealing.
- It was a simpler buying process with suggestions at various stages, ensuring a fast and user friendly site.
- An issue management system was included enabling a one-to-one dialogue between the customers and customer service.
- Bigger Onscreen display, bigger images, product videos and enhanced search helped sales decisions.
- Products were interlinked and also linked to their Press articles & celebrity images, influencing purchase decisions.
- Product social sharing and live feeds from social platforms were integrated.
- Order management now included Exchanges, Returns & Refunds.
- In admin new reports were included, There was a segregated stock view. And facility to create and run various types on promotions that greatly boosted sales.
- An SEO section in admin allowed keyword entries page wise and product wise. This improved Google ranking.

The Result: An Incredible Impact on the Client's Business

In a short span of time, the company has seen phenomenal results including:

- Boost in online sales by almost 30%.
- Cost of website development recovered in approximately 4 months.
- 50% improvement in website performance.
- Stocks were better managed, products could now be sold across categories while maintaining a common inventory and consignment tracking became extremely easy.
- Increase in customer satisfaction levels as users could now easily access and buy their favorite products similar to that of celebrities.
- Change of platform from Coldfusion to PHP helped the firm save a lot on licensing costs.
- There was a better error monitoring system which helped the client save time and reduce errors.
- Integration of social media platforms with the site helped the client reach out to more consumers and get a continual real-time feedback.

About Direction Software LLP

We are a software services firm, specializing in developing and implementing Internet strategies for businesses and providing high-end software development services including Custom Programming and Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction is fully equipped with state-of-the-art infrastructure and networked with redundant high speed, dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.