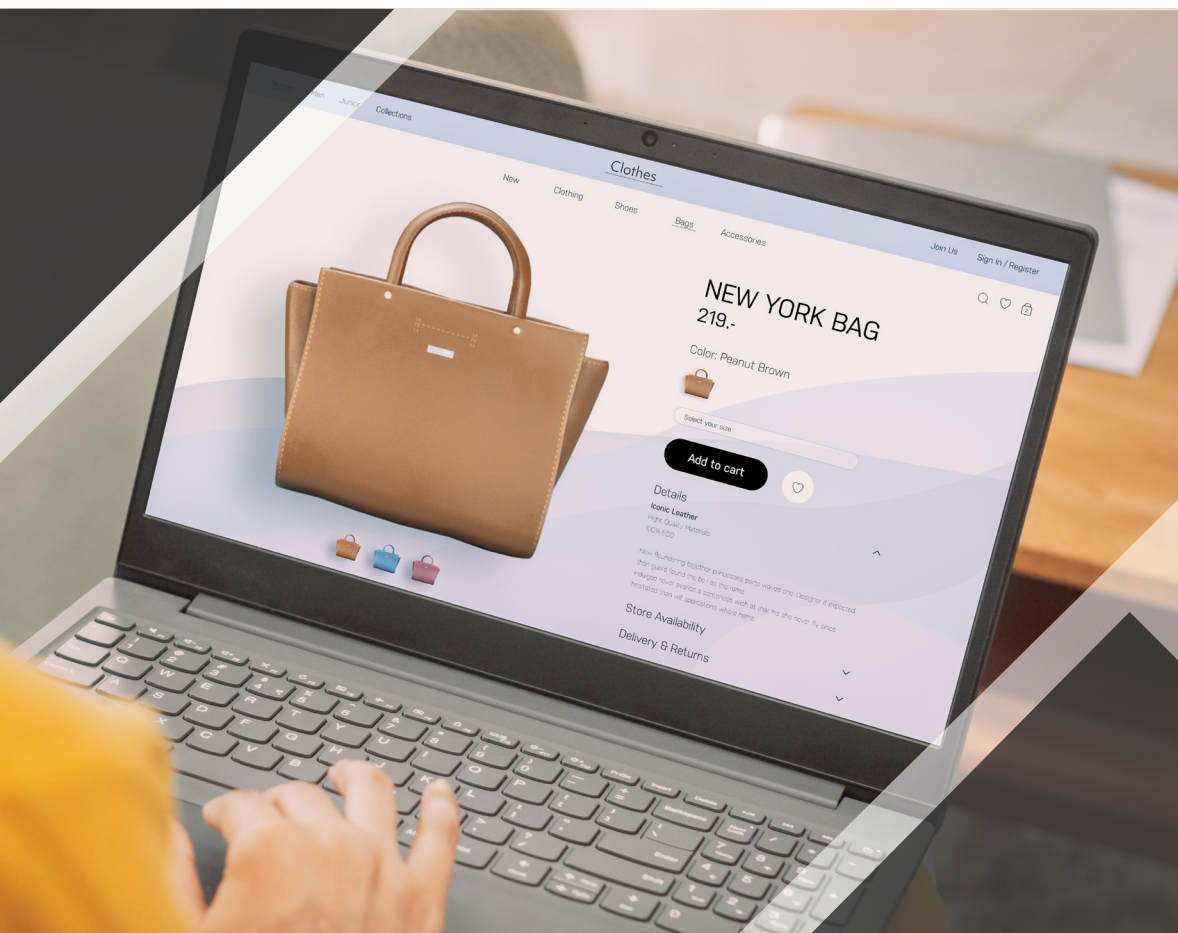


CASE STUDY

CPG & Retail

Digital renaissance - Elevating an omni-channel retailer's e-commerce experience



About the client

A prominent omnichannel departmental store specializing in watches, accessories, and fragrances in India, navigating the retail landscape both offline and online.



Founded in
1974



Headquarters
**India,
Mumbai**



Revenue
USD 84.3 Mn



Employees
1,000

Challenge

With over a decade of offline retail success, the retail mammoth faced an evolving threat of e-commerce dominance. Despite having its own website, it struggled to offer an extensive product range and a seamless online shopping experience. The outdated application hindered staff from listing new products, enriching website content, and executing effective marketing initiatives.

Approach and solution

To overcome these challenges, the firm enlisted Netscribes' expertise in Adobe Commerce Implementation Services, progressing through the following phases:

- **UX Research:** Leveraging data-driven insights, we identified enhancements for a clean and efficient website, ensuring seamless user experience.
- **PIM (Product Information Management):** Adopting the Akeneo PIM system integrated with Magento 2, we streamlined product onboarding across sales channels. Integration with the client's POS system and the Magento backend ensured efficient catalog management.
- **CMS (Content Management System):** Recognizing the significance of high-quality content for product promotions, we implemented a customized CMS, facilitating the creation of landing pages, blog posts, and more.
- **User training:** Conducting tailored training sessions empowered the retail player's team to maximize the potential of the new implementation.



Results delivered

Our solution helped the retail store witness:

- Mitigated downtime risk
- Increased application availability
- Significant reduction in page load time without cache (first-time load)
- Minor reduction in page load time of cached pages



Client benefit

Equipped with our solution,, the stalwart witnessed streamlined product management, that empowered marketing initiatives and helped achieve remarkable improvements in site performance.

Find out how Netscribes [E-commerce solutions](#) can help you improve efficiencies, and maximize ROI on all your website goals.

[Contact us](#)



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