

B2C online jewelry store, ecommerce build and enhancements

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Problem Overview

The client is aiming to be a pioneer in the gems and jewelry e-commerce business in the Middle East. Has been in the physical jewelry retail business for over 15 years. With this website, they had started with a gifting oriented e-commerce jewelry business.

Since the website went live for the last 6 months, there has been some traction but no significant conversion and financial transactions. There has been certain negative feedback in terms of the user interface, ease of navigation and over all security of the website. ETS was brought into picture to overview the entire situation, provide inputs and eventually not just enrich the website but partner with the client through the journey of realizing their long-term vision for the brand.

Solution Provided

An extensive 5-day workshop with key business stakeholders and IT was arranged to prepare a vision blueprint and the corresponding IT roadmap for the brand. Their existing Magento infrastructure was analyzed and several re-usable components were identified to be used, in what turned out to be an almost new build. The new platform was optimized to capture multiple analytics to be fed directly to on-going digital marketing and promotions.

- E-commerce application development on Magento community platform
- Digital Marketing Strategy
- Online Brand building
- SEO

Key Achievements

- **Implemented** an onsite/offshore model to deliver the fixes and upgrades to the platform.
- **Reduced** the time to develop and test by at least 30% by moving to the Agile development model.
- **Providing** technical and Domain expertise and on-going 360 communication and marketing strategy to help build the brand online.
- **Delivering** domain depth and maturity at offshore, through two senior managers, each with over 15 years of e-commerce and payments experience
- **Added** value by ensuring synergy within the different teams such as IT, marketing, Infrastructure to deliver a cohesive brand experience.
- **Took accountability** for results and outcomes through our Account management model – this helps integrate our onshore/offshore teams and provide single point reporting to all client queries.

Key Benefits

- Modified and re-used components from the existing website to reduce wastage and additional effort.
- Accelerated product development by utilizing the onsite offshore teams working in virtual 24*5 environment
- Appointed a dedicated account manager to work closely with the business and technology teams to ensure seamless alignment between business requirements and deliverables.