

Integrated E-Commerce Platform To Drive Sales

Client

A Major jewelry retailer in Asia, has been in the jewelry business since 1890. The client provides quality services to its customers in the gold and diamond industry.

Challenges

- The client required a digital platform to create a wholesome online shopping experience for their customers.
- They had a static website and it wasn't helping to connect with their customers and facilitate online purchases.
- The client wanted to increase their business visibility, marketing channels, profits, and brand awareness.

Solution

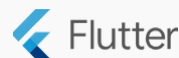
- Navtech built an eCommerce application integrating with an intuitive mobile application that allowed customers to browse through the product catalog, place orders, track orders, and payments.
- Admin module was created for the client to manage the inventory, make updates to their product catalog and perform day-to-day business.
- Designed user-friendly navigation to create the best user experience by including filters for easy access and product selection.
- Designed a safe and secure payment gateway that allowed their customers to make payments confidently.
- Built an easy-to-access inventory management system that allowed the client to track efficiently.

Technologies & Platforms

BACKEND



FRONTEND



TOOLS



CLOUD VENDOR



INFRASTRUCTURE



(FEEDER APP- MOBILE)

Outcome

- Client achieved a 20% improvement in sales by leveraging the online platform in addition to store purchases.
- Fully integrated strategy resulted in an increased call to action (CTA) facilitating online purchases on both the website and mobile app.
- This increased client's top line and bottom line.

