

E-Commerce Software Improves Retail Business And Management



Overview

Need: This study examines retail businesses in Wisconsin currently having effective e-commerce software implemented. These businesses do a major portion of their retail sales through the Internet. The client examined the different approaches of the companies towards e-commerce and identifies the problems encountered.



Solution: Walkwel aimed at transforming the client's business resources into an improved workflow. The progression of the e-commerce strategies for these businesses is discussed and the strategies are compared for effectiveness. Recommendations are made as to how they may enhance and build upon the existing e-commerce strategy.



Benefits:



Improved Business management strategy.



Steady growth in retail sales.



Increase in management efficiency up to twenty percent.



Background

E-commerce is performing a more important part in the business plan and the managing infrastructure. Today's businesses are challenged if their business model requires an e-commerce approach incorporated as an essential operating support and if so, how will they proceed with it? E-commerce has hugely affected the retail business. Consumers now have the option to purchase goods online rather than actually traveling to the store. The Internet has allowed consumers to research products more thoroughly and this led to partake in comparison-shopping more easily. The use of online software for retail business has resulted in a more educated and informed shopper. With the faculty to efficiently buy goods online and an educated buyer, retail businesses are straightly meeting with the competitive nature of internet market.



The growing amount of retail markets approaching e-commerce software as a trade model has resulted in strong competition and recognizing new techniques to reach or surpass their business rivalry. Delivering customer satisfaction too has graced importance in the current competitive retail marketplace. In order to accomplish this goal, businesses look forward towards strategies and techniques to vend their products in a better way or an extra uncommon idea.

Walkwel offers a software solution that improves retail business and management with an innovative approach to merchandise goods to buyers.

Not just does it deliver customers different medium to buy goods, but additionally presents the customer a responsive and spontaneous way to do so. Walkwel completely understands the potential e-commerce software can offer to retail businesses.

Problem

A renowned retail business desired a complete solution and e-commerce software to improve their market approach and business management strategies. Walkwel concluded how the retail business handled strategic business functions such as inventory supervision, in-store procedures, and relationship with merchants and suppliers, and overhead costs correlated with an e-commerce website. Further, Walkwel examine how the respective strategy has changed since the beginning of their e-commerce implementation.

To further understand the e-commerce strategies of the businesses, several functional areas were examined: ———

◆ How has e-commerce affected inventory management?



◆ Has the way the in-store operations and management changed because of the e-commerce strategy?



- ◆ Has the relationship with vendors and suppliers changed as a result of the move to e-commerce?



**After a fruitful sitting we brainstormed and came up with three major problems in the client's
—— conventional management structure. They are ——**

Their customer base was not comfortable moving to a different medium to place orders when their existing catalogue worked effectively. This forced them to market their products on the site to a much different and expanded customer base.

At the time, the products sold online were of much finer quality and consequently more expensive than the competitors. As a result, there was a need to restructure their e-commerce strategies in detail in order to expand the customer base and concurrently deliver consumer-satisfied to online clients with the product quality.

There was an urgent need for an absolute e-commerce software solution to refine business management, improve online business tactics, online client management with reduced paperwork and client history. Apart from introducing technical modifications, we also had to train the staff to use their respective modules efficiently and make sure the interface is user-friendly and easy to use.

ONLINE SHOPPING

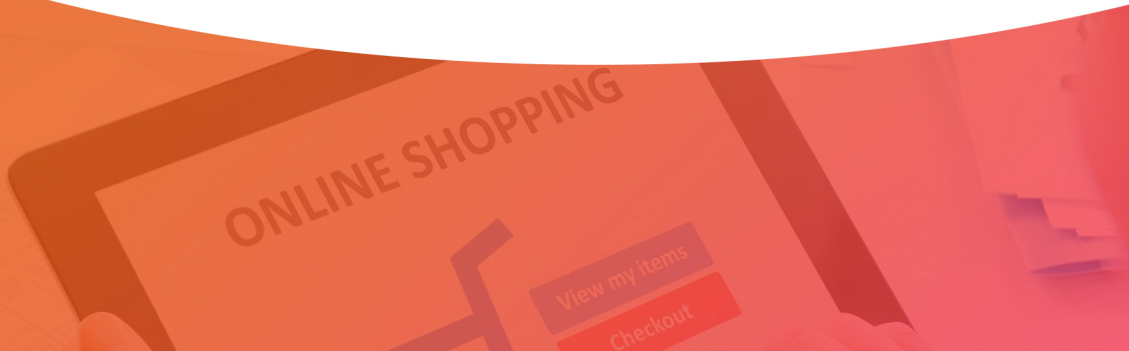
View my items

Problem

In order to win the difficulties with their initial e-commerce approach, the business struggled hard to stabilize a niche market. This meant moving away from trading the old catalog items online to selling those items that formed a niche market. The e-commerce solution software helped to raise the business with modern ideas of trade and sell goods. They built markets for custom style designer clothes and maternity wear for women.



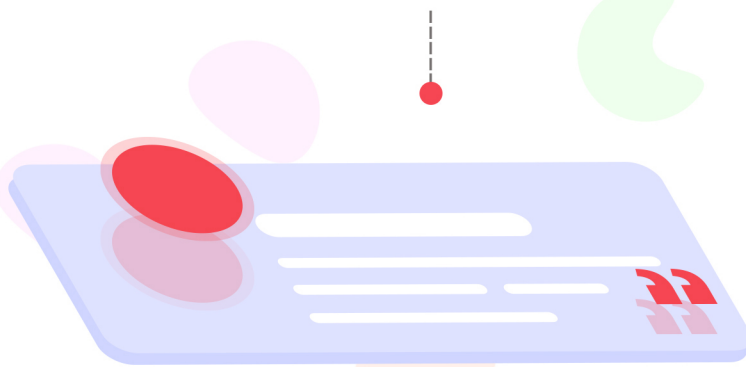
The e-commerce management solution provided the concept to focus only on a few targeted consumer groups. Hence, a stable and expanded customer base was established in the exchange market. After going from trading the catalogue items online to a more niche market style of goods, a strategy was developed with E-commerce solution to attract consumers to the site. The e-commerce solution provides tactics and ideas to win customer trust for the company. These plans were accosted in various ways:



- ◆ Displaying a welcome message and the picture of the owner on the site.



- ◆ Displaying testimonials from satisfied customers.



- ◆ Providing outstanding customer service, fast deliveries, and a personal thank you note attached with each order. By continually providing excellent customer services with a personal touch, Details current e-commerce strategy is strong and thriving.



Walkwel provided a complete e-commerce solution to the business by improving customer relations, promoting business and maintaining records. There were many customer policies that were reformed and a new strategy to build strong data management was introduced. The major modifications addressed with the help of the e-commerce solution by Walkwel are:

The e-commerce software helped to manage the history and exchange records of every customer. The loyal reward policy was followed providing discounts and rewards to loyal customers. We provided a 24x7 customer support for upright customer services and resolved grievance and other concerns, hence regaining customers and trust.

Walkwel delivered excellent e-commerce solution software that offered campaign management policies. This helped in boosting the business brand, run a promotional campaign and track campaign performance. Also, E-commerce solution provides automated promotional communication platform. Proper history and trade records of each customer are managed. E-commerce solution provided data information about every order, delivery tracks, and delay records. Hence, Walkwel offered an outstanding data management system to the e-commerce company.

The important part of e-commerce business is to handle customer analytics. Therefore, the software solution of Walkwel focused on segmentation and house-handling policies along with avoiding duplicate and managing customer analytics.

Problem

While developing an e-commerce software solution for the renowned retail business, Walkwel considered several options before implementing business management plans. Walkwel studied different e-commerce tactics and plans and then discussed the same with the client. The major two questions that were kept in mind were



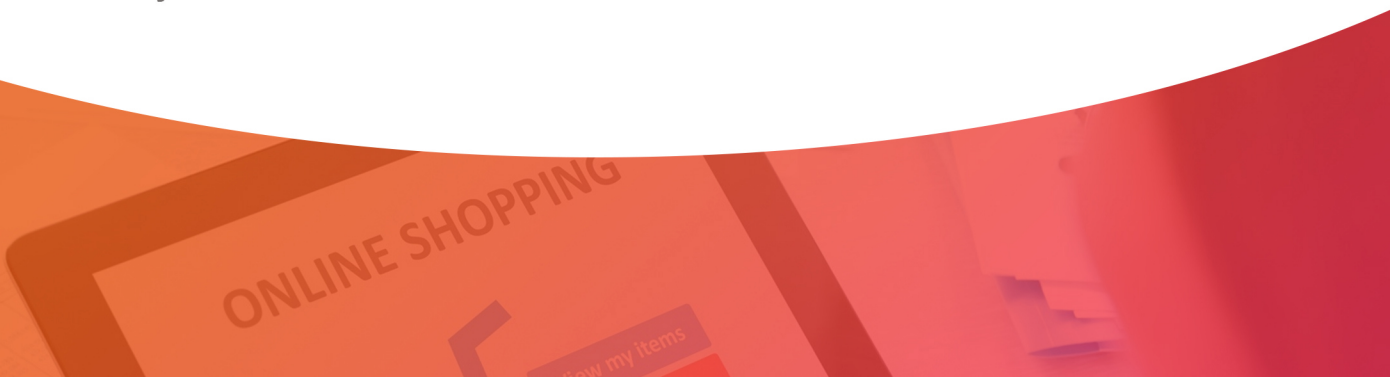
◆ What is their traditional trading strategy?



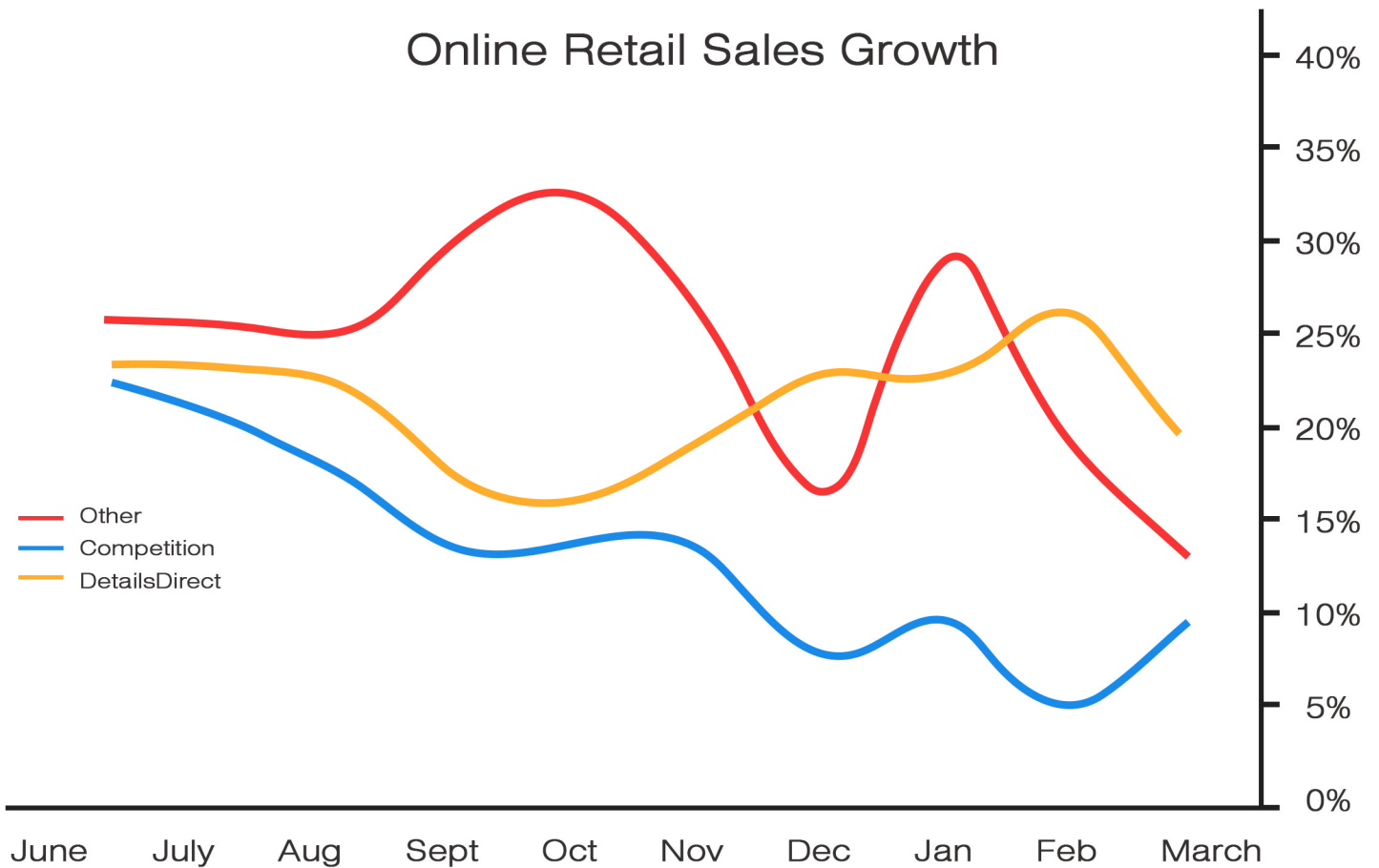
◆ Do they want to expand the market, customer base or customer service?



Walkwel provided a complete solution offered by e-commerce software that introduced a unique collaboration of customer driven strategies, business driven strategies and an integrated strategy between vendors, customers and the business. This is because each of the model strategies has remarkable characteristics that specifically contribute towards the success of the retail business.



Online Retail Sales Growth



The benefits of e-commerce solution software cover promotion, excellent record management, manufacturing and delivery services, customer analytics etc. This resulted in regaining customers by winning their trust. Along with this, on-time deliveries improved sales and better promotional activities induced popularity of the business brand.

The retail business has experienced an increase in the management efficiency by 20%. The e-commerce solution is positively impacted the online retail sales and upgraded the sales growth steadily.

Walkwel also went for a survey to analyze client traffic. After collecting data from around 1237 people who visited us and responded to our survey, Walkwel came up with an analysis of what exactly the customers liked in e-commerce retail platform.

The results are astounding.

ONLINE SHOPPING



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