CASE STUDY

CLIENT OVERVIEW

inoday client is a US based technology-driven brand that recognizes the importance of hair and aspires to merge technology with hair-growth science to boost individuals' confidence. Since its foundation in 2000, it has proved its market presence with a consistently increasing customer base. Recognized by the most prestigious administration of government; our client is making rapid success with every launching product that makes hair-growth possible for anyone. However, the client came to inoday to stand true to its accelerating business repute, and its commitments done to its respective customers by giving them hassle-free real-time product visibility.

BUSINESS CHALLENGES

- Lack of eCommerce features for unique and appropriate buying and selling experience.
- Inadequate real-time visibility.
- Client faced issues related to shopping cart, as it would go blank when customer entered the payment details.
- Lack of up-selling option without 'you may also like' section on the checkout page.
- Guest users could not purchase, since there was no option present for guest checkout.
- Lack of one page checkout.
- Order confirmation page and receipt email required update.
- Client faced data integration issues due to scattered data of inventory, sales order, discount, delivery, customer info, etc.

HOW WE TACKLED THESE CHALLENGES

- We offered NetSuite ERP customization for their freight management, which improved the consignment delivery methods.
- We also offered NetSuite integration with WooCommerce to interlink data of their sales order, inventory, consummation, discounts, delivery and customer info, etc. that helped in streamlining their in-house processes.
- We created 'you may also like' section on checkout page for up-selling of products.
- Our experts developed functionality for guest checkout.
- We helped client with one page checkout options to lessen hassles for customers.
- We upgraded order confirmation page and receipt email function.

IMPACT OF OUR COMPREHENSIVE NETSUITE CUSTOMIZATION & INTEGRATION SERVICES

- Consignment delivery became easy and helped in strengthening business bonds with clients.
- With entirely integrated data of all departments, client got ease in business processing and got all work streamlined that showed fair improvements in his business.
- The product up-selling option on checkout page greatly helped client in generating decent revenue.
- Guest users can now purchase goods without creating an account, which is more customer-friendly and helps in gaining customer trust.
- Smoother one page check-out solution prevented customers to go through unnecessary hassles.
- Order confirmation page and receipt email functionality assisted in gaining customers' trust by showing genuine service tracks.