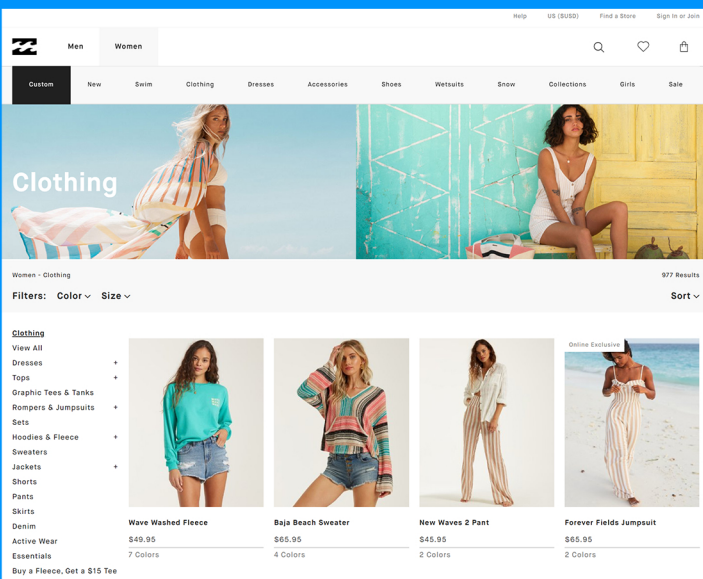




CLIENT BRANDS



SERVICES

- Migration of eCommerce portal from Custom Cake-PHP framework to Salesforce Commerce cloud.
- Maintenance & Support:
 - Salesforce Commerce cloud for one of the subsidiary brands
- Salesforce Marketing Cloud Integrated for effective customer engagement

ENGAGEMENT SUMMARY

The client sought to develop an intuitive, compelling, and exciting shopping experience for its customers.

ETG consulted and engineered a highly customised solution through a hybrid model consisting of an open-source ecommerce application tightly integrated with an OTS marketing tool.

Our team worked closely with the client to develop a seamless marketplace model across all its brands to handle the entire eCommerce and customer engagement process. Including: searching, navigating, registering, shopping cart management, cart abandonment, Buying, tracking order, returns, promotions, reviews, ratings, social engagement, and more.



THE OUTCOME

- 150% increase in conversion rates
- 100% increase in repeat customers due to reactive and proactive marketing strategies.
- 100% ROI within 1 Year

