



SUCCESS STORY RETAIL

# SCALABLE ECOMMERCE PLATFORM SUPPORTS BRAND GROWTH FOR CRAFT PRODUCT MERCHANT

Apexon deploys Oracle Commerce Cloud to support sales growth and enhance customer experience



**This large private retail chain links rural producers of natural, craft-based apparel, home linen, décor, furniture and food product to modern urban markets.**

India's largest private platform for products made from traditional techniques, skills and hand-based processes links over 55,000 producers to big markets. The products are natural, craft-based, contemporary, and affordable. This client not only helps create a sustainable base for skilled rural employment, it also preserves India's traditional handicrafts in the process.



**Founded in 1960 to highlight the diverse craft traditions of India**



**Retail platform connecting 55,000 rural craft producers with large urban markets**



**Available worldwide online and in store**



As the merchant had added producers to its offerings, its online presence had not kept pace. So, it turned to Apexon to help it regain its competitive advantage. The engagement involved re-platforming its online store and laying the foundation for a richer customer experience and customizable scalability.

THE RESULTS

# KEY OUTCOMES



**YEAR-ON-YEAR REVENUE GROWTH WITH CURATED CUSTOMER ENGAGEMENT & CONVERSIONS**



**HIGH PERFORMANCE IN PEAK SHOPPING SEASON**



**ENSURED ONGOING SITE SUPPORT & ENHANCEMENTS WITH A MANAGED SERVICES TEAM**

THE CHALLENGE

# SUPPORTING BRAND GROWTH WITH MODERN TECHNOLOGY

The client's primary objective was to elevate their online presence to support its growth. This involved an upgrade of the underlying online sales technology and functionality.

**Specifically, the client needed to:**



Develop a responsive web environment to keep up with buyer's multi-device preferences and project a modern image



Create a streamlined, multi-touch, customer journey, akin to its in-store experience



Empower business users to be more independent managing functions like online merchandising and promotions; and alleviate the demands on the IT group



Expand payment options. There was a lack of Indian payment gateways and multicurrency support, constraining transactions and negatively impacting the customer experience

## THE SOLUTION

# A STABLE AND SCALABLE COMMERCE PLATFORM DELIVERING PERSONALIZED CUSTOMER EXPERIENCES

Apexon implemented Oracle Commerce Cloud (OCC), providing a stable and scalable eCommerce platform that delivered personalized experiences for the brand's diverse customer base. The updated solution eliminated informational redundancies while conveying the brand's unique identity.

### Some of the specific deliverables included:



A responsive site across all devices for a seamless online-offline transition which led to higher conversion rates



Design of a single catalogue, multi-currency layout to support region-promotions and campaigns



Adding to OCC's admin capabilities and giving business users asynchronous understanding of merchandising capabilities



Improved search capability for single-point movement based on SEO recommendations and user session replay analysis



An optimized checkout process



Integration with Amazon Web Services (AWS) to host adminUI extensions



Integration of India-specific payment gateways in collaboration with the Oracle team



Unified multiple outlets with OTP (One-Time Password) and split payment functionality



Extended the integrations for Inventory and Order System Management, Easyrewardz Loyalty program, and visualization services aimed at 3D rendering

# OUTCOMES

Apexon helped the client expand its reach and accessibility:



Launched the first OCC site in India within three months



Delivered year-on-year revenue growth with curated customer engagement and conversions



Maintained the site's integrity, even under maximum potential traffic during peak shopping periods



Augmented customer retention through the newly-implemented loyalty program



Ensured ongoing site support and enhancements with a managed services team



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