



SUCCESS STORY RETAIL

# RE-ARCHITECTED ECOMMERCE PLATFORM DRIVES RECORD SALES FOR HEALTHCARE RETAILER

Apexon improves customer sales and satisfaction with modern omni-channel experience

**This leading nutritional supplement retailer provides health and wellness products in-store and online to customers in the United States, Puerto Rico, and Canada.**

The client focuses on helping people become their best selves by offering a wide assortment of cutting-edge supplements, proteins, aromatherapies, herbs, superfoods, natural beauty products, and more. To better serve its customers, the company was looking to upgrade its online shopping experience and align it more seamlessly with its in-store channel. They were looking for a consistent UX across all channels.

Apexon engaged with the client to help modernize its existing eCommerce capability with a focus on increasing scalability, enabling a seamless checkout experience, and optimizing it with physical inventory changes. Apexon introduced omnichannel capabilities including Buy-OnlinePick-Up-In-Store (BOPIS) for a holistic customer experience



**Founded in 1977**



**Over 700 stores in the US and Canada**



**20,000 SKUs**

## THE RESULTS

### KEY OUTCOMES



**RECORD-SETTING  
CYBER MONDAY SALES**



**50% INCREASE YOY  
ON BLACK FRIDAY**



**SUPERIOR ONLINE  
CUSTOMER EXPERIENCE**



## THE CHALLENGE

# UNSCALABLE & FRAGMENTED SYSTEM HURTING SALES

The client's existing ERP system and eCommerce platform could not communicate directly, causing major disruptions in the information flow for both customers and the organization. To mitigate the missing information, the client's users had to manually sync the data between different channels at irregular intervals. The result was a disconnected customer journey that negatively impacted conversions.

**The client needed a more flexible technical environment within the existing infrastructure:**



The customer shopping experience at both physical and online stores needed measurable touchpoints



Site maintenance and overhead costs needed to be brought under control



The business and UI layers needed to be decoupled to enable easier upgrades

The implementation of BOPIS called for end-to-end connectivity between the regional brick and mortar stores and eCommerce site.

**The client needed a more flexible technical environment within the existing infrastructure:**



Actionable BOPIS options with voice-of-customer feedback across the portal



Customer notifications for order updates



Store-specific inventory based on selected products



Consistent payment methods for singular authorization flow from the web to POS systems

## THE SOLUTION

# BOPIS CAPABILITY TO DRIVE INCREASED ONLINE & IN-STORE TRAFFIC & SALES

Taking into account data analysis, technology, supply chain and people management. Apexon bridged the gap between online and offline experiences with a comprehensive BOPIS strategy with its existing Oracle eCommerce platform at the base. The solution included a seamless user experience via a Single Page Application (SPA) with a minimum of resizing, panning, and scrolling across all viewing channels through an AngularJS-based responsive interface. An improved product taxonomy ensured a uniform hierarchy for all users.

**Specific aspects of the solution included:**



Consistent product and store data using NodeJS and MongoDB



An independent UI layer that only consumes Oracle Commerce REST APIs



Free resources for additional requests during peak time, focusing on order capture



Performance tuning via implementation of parallel asynchronous processing



Elimination of redundant database requests to bring in pure eCommerce aspects



A robust, component caching strategy, leveraging Akamai and Varnish



Real-time store inventory to the eCommerce portal



Addition of default store functionalities based on the user's current location



The ability to turn off BOPIS features for fulfillment stores



Display of pickup timings per order placement and selected store details



Modification of cart and checkout flow for direct store pickup option



Real-time validations across the checkout flow



Enhanced order history to include BOPIS tracking



Push-notifications for due pickups



Enhanced analytics for customer journeys and feedback loops

## OUTCOMES

With the addition of a company-wide BOPIS implementation on Oracle eCommerce, the client saw big sales gains and significant efficiencies in order management and customer turnaround:



Record-setting Cyber Monday sales



50% increase YOY on Black Friday



Advanced reporting on in-store and online experiences



Streamlined inventory updates in real-time



Increased in-store foot traffic leveraging 'BOPIS' as an omnichannel strategy



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FEELING SOCIAL?

