



Case Study



Icreon

An online storefront to retail herbal remedies

Our client had an existing storefront that they wished to revamp. Based on these requirements Icreon designed and developed the revamped storefront on the open source platform. Several new features such as an online reward points system, an address book to store multiple shipping addresses etc have been integrated with the solution.

Business Requirements

Our client retails its products through the online storefront. In order to provide enhanced services to their customers they wished to upgrade the storefront to include several new and improved features. A mechanism by which customers could be rewarded bonus points for every purchase was required to be built into the solution. Customers were also to be provided with the option to redeem their accumulated points against purchases. To help customers maintain multiple shipping/delivery address, an address book was required.

A web based solution to manage an online storefront

Icreon designed and developed the website with open source technologies. The solution provides our client with an enhanced storefront to retail their products.

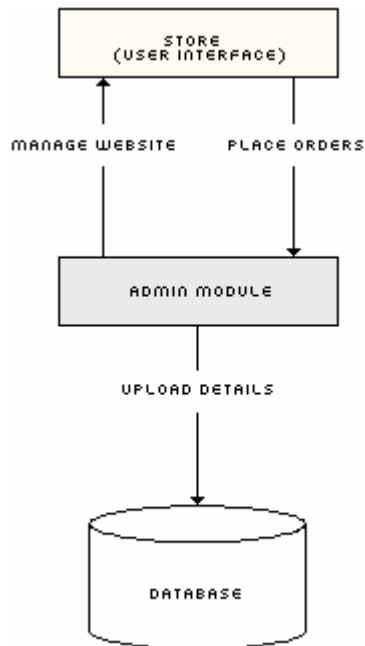
Customers can access the website to search and browse through various product catalogues (created and managed by the administrator). They can browse through the product details and can place online orders for the same. The website enables customers to maintain multiple shipping addresses in an address book. Customers can track the status and progress (i.e. goods in transit) of their orders on the basis of their order number.

Features such as 'recommend a product to a friend', 'create and manage product wish-lists', and the provision to repeat a previous order have been built to provide interactivity.

In order to help our client build customer loyalty and increase the number of repeat customers, a reward point system has been incorporated with the solution. Customers are awarded points for every purchase made (the parameters for which can be set by the administrator). The reward points accumulated by the customer can then be redeemed against future purchases.

Specific products within the storefront can be promoted by setting special offers (such as discounts/free shipping) on them. The products can also be included in a featured products listing thereby increasing the exposure of the products within the storefront.

The solution includes a web based control panel that can be used to manage and monitor the performance of the storefront. Through the control panel administrators can perform various tasks such as product catalogue management, order processing, etc. To monitor the performance of the storefront the administrator can run various reports such as top selling products, top customers and sales reports.



Architecture

Technologies used in developing this application are:



Summary

With the delivery of the revamped website, Icreon has provided our client with an enhanced online storefront thereby enabling them to provide better services to their customers. Being based on an open source platform, the solution provides the client with a cost effective means to operate and manage the storefront.