

Case Study: E-Commerce Multivendor Store for Services

Challenge

This website is an initiative by a well reputed IT company in Gurugram, India and it's now a premier concierge service provider for resident and non-resident Indians.

With a team of around 50 people and a presence in 8 cities including New Delhi, Chandigarh, Pune, Mumbai, Bangalore, Ahmedabad, Hyderabad and Chennai.

They offer 45-50 services which include healthcare, real estate, homecare, administrative, banking & insurance, errands, wedding & events service needs.

The company wanted their services to be put online so that customers can buy services online and have features like accepting payments via credit cards, and other important targets were adding some advanced functionality and improving the user experience.

Solution

It is a multi-vendor customized solution based on services instead of products where a service provider can list their services such as electricians, Pan card services, etc. and they will be charged the commissions by them.

Deals of the day sections were added to the main page together with ribbons (this functionality was implemented via a plugin) to highlight daily deal running and allow customers to easily find the discounted items.

Quick access to the most important information from an account page has allowed customers to view the section with all the recent orders, pending deliveries and the Wishlist on the main website page if logged into the online store.

Front end and admin were customized to fulfil the needs of end customer. NopCommerce functionalities were used to great extent and then completely changed according to the customer needs.

The product details page was also customized to provide the customers with more detailed information about products, for example, such specific characteristics as location wise store availability, which allows buyers to find or buy product from local stores.

Shipping Options

This store has its own delivery option available only for certain areas defined by postcodes. Customers can choose the delivery date and the time slot and change it if needed after an order was placed.

One more important feature which has been implemented is an opportunity to edit an already placed order. If a customer wants to purchase some products, he/she doesn't need to place a new order.

Instead of it, the customer can add products to the existing/pending order.

Marketing

Out-of-the-box nopCommerce reward points functionality was used for setting up the loyalty program. Customers can earn points for registering on the website, placing an order, participating in polls, leaving reviews and recommendations. The earned points can be used to pay for orders.

Results

We started their project from the scratch. We made even all the requirement documents, SRS and all the business plan related documents.

We implemented a responsive and mobile-friendly design that meets the needs and goals of a client. The user experience was improved to make sure that browsing through the online store is easy and a higher conversion is achieved. As a result, the number of customers increased by 20% within the first year after setting up a new online store and continues to grow. There was a 70% increase in the number of orders and a 17% growth of the average order value.

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