



CASE STUDY

ABOUT THE CLIENT

The Client is an e-commerce platform that specializes in selling the latest sports and Pokemon cards. The platform provides a one-stop-shop for sports and Pokemon card enthusiasts, offering a wide range of products from different sports and games.

ABOUT US



200+
Artisans



150+
Projects



75+
Satisfied
Clients

Solace Infotech Private Limited is a 13-year old organization that has helped many startups and SMEs to improve their products through our product engineering services. We have helped them on their growth trajectory with a world-class, dedicated team of employees.



INDUSTRY
E-COMMERCE



LOCATION
FLORIDA, US



RELATIONSHIP TENURE
2 YEARS AND ONGOING



TECHNOLOGIES
PHP
WORDPRESS
JS
JQUERY
AERIALINK
KEYSTROKE POS
OCTOPUS BRIDGE

OVERVIEW

The company has a vast network of retail stores across the country, and the integration of Keystroke POS has made it possible to sync all transactions from the online portal with the retail stores in real-time



THE CHALLENGE

- The website had a basic design and limited functionality with two different websites for a single e-commerce portal. This made it difficult for customers to navigate the site and find the products they were looking for.
- Additionally, the website lacked mobile responsiveness, making it difficult for customers to shop using their mobile devices.
- Additionally, before the integration of Keystroke POS, the Client faced several challenges in managing its retail stores and online portal, because they were using a very old version of Keystroke POS.
- The retail stores operated independently, and there was no way to keep track of inventory levels across all stores.
- Additionally, the manual processes involved in syncing the retail store transactions with the online portal were time-consuming and prone to errors.

“The Client company is based in Florida, US. They approached Solace Infotech to enhance their website with new features and with a view to increase online-sales. The project was made live within 3 months and is now under maintenance.”

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SOLUTION

To address these challenges, we suggested the Client to enhance its e-commerce website portal using WordPress with a single website by combining features of previous two old websites. Our enhancements for the revamped website helped in -

- **Improved User Experience:** We have worked on enhancing the design of the website and improving the user experience. This included adding product categories, product filters, and a user-friendly navigation menu. The website was also made mobile responsive, making it easier for customers to shop using their mobile devices.
- **Enhanced Product Pages:** The product pages were also enhanced to provide customers with more detailed information about the products they were interested in. This included high-quality product images, detailed product descriptions, and customer reviews.
- **Streamlined Checkout Process:** The checkout process was streamlined to make it easier for customers to complete their purchases. This included adding a shopping cart and a secure payment gateway. The checkout process was also optimized for mobile devices, making it easy for customers to complete their purchases on the go.



Later, we suggested client to integrate the latest Keystroke POS with its online portal using Octopus Bridge integration. Keystroke POS is a cloud-based point of sale system that automates various retail processes, including inventory management and sales reporting using Octopus Bridge integration provided by 24seven commerce. The integration of Keystroke POS has transformed the Client's retail operations in several ways:

- **Real-time Inventory Management:** Keystroke POS integrates with the Client's online portal to provide real-time inventory updates. This has eliminated the need for manual reconciliation of inventory levels across all retail stores and the online portal.
- **Streamlined Sales Reporting:** Keystroke POS automatically generates sales reports that can be accessed from any device with an internet connection. This has made it easier for the Client to monitor sales across all retail stores and the online portal.
- **Improved Customer Experience:** Keystroke POS has made it possible for the Client to provide a seamless shopping experience to its customers. Customers can now make purchases online or in-store, and the inventory levels will be updated in real-time.
- **Keystroke POS and Online Portal Synchronization:** The integration of Keystroke POS and the online portal using Octopus Bridge provided by 24seven commerce has made it possible to sync all transactions from the online portal with the retail stores in real-time. This has streamlined the company's retail operations and eliminated the need for manual updates.

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BENEFITS

- The enhancements made to the Client's e-commerce website portal have had a significant impact on the company's online sales. The improved user experience has made it easier for customers to find and purchase the products they are interested in.
- The enhanced product pages have provided customers with more detailed information about the products, leading to increased customer satisfaction and loyalty. The streamlined checkout process has reduced the number of abandoned carts and increased the conversion rate.
- The integration of Keystroke POS has had a significant impact on Client's retail operations. The real-time inventory management has improved accuracy and reduced the time required to reconcile inventory levels.
- The streamlined sales reporting has made it easier for the company to monitor sales and make data-driven decisions. Finally, the improved customer experience has increased customer satisfaction and loyalty, leading to increased sales and revenue.
- These improvements have helped the company to grow and compete effectively in the highly competitive sports and Pokemon card market.

