

Case Study:

## e-commerce B2C

# Home Appliances Industry

### Client Situation

Client needed to support its expanding business in a better way, with the following objectives:

- Increase the efficiency of the order fulfilment process
- Mirror their online back office with their current offline processes
- Support enhanced marketing capabilities such as cross-selling, promotions etc.

### Experis IT Solution

Experis IT proposed a solution to Client ensuring a new capability to manage its business effectively, greater controls over the franchisees and instructors utilize direct customers relationships to advance with marketing strategies, and establish a framework for future expansions.

#### Solutions Overview

The shopping cart application was built using PHP as the front-end tool and MySQL as the database. The relevant Product Masters, viz., product, category, order, order details manage the products, gift, which are used in populating the product pages.

The website lets its users to choose from four product categories viz., Washing Machines, Micro Waves, Dish Washers and Dryers. The website has an Administrative Section wherein the products are dynamically controlled. The administrator while entering a product details, has the option to enter MRP, Special Discounted Price and associated gifts against a particular product.

#### About Experis IT

Experis IT is a leading provider of customized IT staffing, technical and business process solutions with offices across major markets in India and Singapore.

Now a ManpowerGroup company, Experis IT leverages their expertise by providing clients with a single source solution for highly skilled talent and technology solutions in IT.



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The web application was enabled with Shopping Cart feature option, wherein users, during the buying process, can add the chosen products to cart. The 'Add to Cart' application has provisions for containing information such as quantity, model no etc, with an option to either delete the selected product from the cart or increase the quantity.

After the user has decided that he is now ready to buy the product/s, he then enters his billing and shipping information. Finally, the user is presented with a summarized table, which contains information on the product quantity and pricing with the Total Amount payable. Upon confirming the "Confirm Payment" option, the User is re-directed to the payment gateway secured site wherein they feed their Credit Card information. On successful transaction, a welcome mail is sent to the User with all the relevant information along with a copy of the same to the Administrator, Marketing Team and the Regional Manager of the opted state as mentioned in the billing address who holds the ultimate responsibility of delivery of the product to the end customer.

Though online purchases can be done from anywhere across the globe, products are delivered only within India.

## Sample Screenshots

The screenshot displays the website's user interface. At the top, there is a navigation menu with links for HOME, PRODUCTS, SERVICES, ABOUT IFB, FAQ'S, CAREER, CONTACT US, and DOWNLOADS. Below the menu is a large banner featuring a woman holding a photo of a family, with the text "Refer.Win.Refer.Win.Refer.Win." and "YOU REFER & YOU WIN EXCITING PRIZES". Underneath the banner are three buttons: "Launderette", "Exciting Promos Exclusive offers", and "Service Helpline". The main content area is divided into several sections: "washing machines" with the tagline "No hands Required" and "BUY NOW | GIFT NOW"; "microwaves" with "Looks hot cooks hot" and "BUY NOW | GIFT NOW"; "dishwasher" with "Complete hygiene" and "BUY NOW | GIFT NOW"; "dryers" with "Sunny days guaranteed" and "BUY NOW | GIFT NOW"; and a "Refer & Win" section with "YOU REFER & YOU WIN EXCITING PRIZES". To the right of these sections are three vertical buttons: "REGISTER YOUR PRODUCT", "SEARCH FOR DEALERS", and "ONLINE PURCHASE FAQ'S". At the bottom of the main content area, a small disclaimer reads: "All schemes / offers mentioned in the website are applicable for online purchases only". The footer contains a secondary navigation menu with links for HOME, PRODUCTS, SERVICES, FAQ, CAREER, CONTACT US, FEEDBACK, and SITEMAP.

## Technology Specifications

Key Components	
Front End	HTML
Design Interface	Flash
Technology	PHP, MySQL

## Client Benefits:

Following is a snapshot of the beneficial features of the application:

- Lower abandonment rate among new shoppers
- Increase in average order size
- Increased back-office throughput
- Increase in daily orders
- Reduction in order processing errors
- Ability to track, segment and reward repeat customers
- Added the ability to scale technology with operational requirements

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