CASE STUDY

Rapid implementation of Oracle ATG platform for an online luxury retailer in the US

Abstract

An online retail chain was grappling with an unstable eCommerce platform which was impacting their sales. Implementation of the robust online ATG eCommerce platform ran into rough weather leaving the client with only a couple of months before the holiday season. The client and ATG decided to bring in Logixal as a specialized partner to get the project back on track.

Logixal's experience and expertise in ATG implementation helped identify suitable solutions for coming up with a high-touch environment having personalized content required for the high end luxury store and also ensuring that the time critical project was implemented on time to meet the holiday season requirements.

The automated processes resulted in minimal issues during day-to-day operations, by reducing human intervention in the entire process and thus resulting in reduced error rates by increase in automation. The Customer service was also customized by incorporating an integrated customer view across multiple sales channels and touch points.

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The Solution
Knowing what to do ...

In order to deliver the online high touch luxury retail environment with minimum human touch point and integrated customer view across channels in crashed timeline, Logixal created a solution depending on prior experience, best practices and best in class people.

Launched new site in couple of months, minimizing human Touch points, automating inventory, product catalog, price list and image upload feeds and also providing high touch point environment.

Automated telephone order import which resulted in centralized data store for customer & order information across channels. Project went live with short time with minimal quality issues and within budget.

The great value delivered by Logixal in automating many process resulted in reduction in errors, specifically in catalog management as company scales his operations.

Some of the automated technology processes have stood the test of time as new process improvement and analytics have been implemented.

Solution Features

ATG's then latest platform of 9.1 with CRS 9.1 were implemented to provide the high-touch environment desired by the client leading to higher customer satisfaction and sales.

Better navigation, search options, click stream analysis, managing multiple pricelists and the checkout process.

Implemented functionalities which supported multiple payment methods and allowed for gift messaging

Several key processes like catalog management, inventory updates were automated to reduce human touch points and for real-time accuracy of data

Innovative solutions for quick image upload and to ensure that page loads for quick response times.

Key project management best practices like war rooms were implemented from Day 1 to ensure rapid issue resolution and hence meeting of go-live date

Integrated various sales channels (like phone and market-places) to ensure that customer related data was accessible across all channels leading higher customer satisfaction.

The Results

The immediate results were seen during the coming holiday season in terms of increased sales and thus revenues.

Logixal's new implementation processes stood the test of time as new modules like analytics were later implemented rapidly with minimum issues.

With the new platform. The client can now boast of improved operational efficiency and visibility thereby reducing its losses and issues.

- Client was able to increase revenue in the ensuing holiday season.
- Automated processes resulted in very few issues during day-to-day operations.
- Reduced human touch points in the entire process.
- Provide high-touch environment with personalized content like a luxury store
- Integrated view of customer across multiple sales channels.
- Overall increased sales through larger number of orders and larger basket size of orders.

About Logixal

Logixal is an application software services company specializing in **eCommerce, eBanking** and **eInsurance** domains. We provide **omni channel** solutions for **Retail, Luxury Goods, Financial Services, Media, Publishing, Telecom** and **Subscription Model** based businesses.

We are **Partners in Excellence** with enterprises seeking to enhance and transform their business models. Our focused investments in **solution accelerators** and **evolving technologies** help achieve superior business outcomes. The **experience** and **proven capabilities** of our talented team of over 100 professionals enables us to exceed customer expectations.

Our **alliances** with acknowledged **world leading organizations** ensure optimized solutions for our clients. **Logixal** is a **Specialized Oracle Gold Partner**. Our consultants are certified for their advanced competency in **Oracle Commerce Products Suite** (which includes **Oracle ATG, Endeca** and **Webcenter**) and **Oracle FLEXCUBE**, especially **FLEXCUBE Direct Banking**.

Our customers, spread across the **United States, Europe, Middle East, Africa** and **Asia**, are supported from our Offices in India, UK and the USA. In the last 7 years, we have a 100% track record of successfully extending and implementing product software for various enterprises. **Logixal** is known to deliver superior total cost of ownership (TCO) in Replatforming/Upgrades as well as Greenfield implementation projects.

For more information, contact **sales@logixal.com**   **www.logixal.com**