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Re-imagining the B2C e-commerce landscape

for a leading housewares' manufacturer

Objective

- Explore end-to-end B2C e-commerce landscape including backend systems

- Probe client-stated pain points related to order management, inventory visibility, and user experience

- Analyze existing implementation and provide recommendations for enhancing B2C experience to support the client's current and future needs

Client description

The client is a US-based manufacturer and distributor of housewares and beauty products with multiple brands and websites selling across the American and the European markets. They are currently using Magento as the B2C eCommerce engine and Oracle EBS for order management and inventory management.

Business challenges

01 Overall order orchestration required validation to be at industry standards

02 A high volume of backorders as real-time inventory visibility, including ATP and ATR (one view of inventory), didn't exist

03 Fulfillment challenges because of difficulty in distinguishing between B2B and B2C orders

04 Capability gaps with B2C eCommerce implementation needed to be identified

05 Core commerce processes had maximum pain points presenting with an opportunity for significant improvements

06 Backend support systems like order management and order fulfillment demanded major consideration

Our solution

01 Analyzed and identified 70+ pain points across different categories and prioritized them according to the business needs

02 Post detailed analysis, recommendations were provided in 3 categories -

  » Strategic recommendations for transformation

  » Technical short-term quick wins

  » Process-related recommendations

03 Designed future state architecture aligned with business capabilities

04 Provided roadmap to upgrade Magento to V2.4 and to migrate from on-premises to AWS

05 Recommended headless commerce for an omnichannel experience

Business impact

Seamless omnichannel experience for the customers

Focused resolution with 40% of identified pain points that were specific to one area

Obtained quick wins with 30% of identified pain points that had high impact but low-resolution cost

Transformation and implementation roadmap with minimum disruption

Frictionless and smooth upgrade with zero production defects

Enhanced capabilities for a better customer experience

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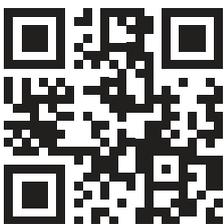
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