

CASE STUDY

Unlock the Potential
of Ecommerce

softserve

A best-in-class digital experience accelerates retail sales.

Our client is a young entrepreneur and fashion designer with a social media following of 200K+.

Followers are great, but how do you convert a loyal online fanbase into real-life buyers?

SoftServe's answer was to create a cutting edge and engaging customer experience that delivered:

- **A scalable, omni-channel platform** with an easy-to-use interface that scales with business growth
- **Reduced costs** for operations and order fulfillment
- **Cross-channel analytics** to gain customer insight
- **A world-class** customer shopping experience

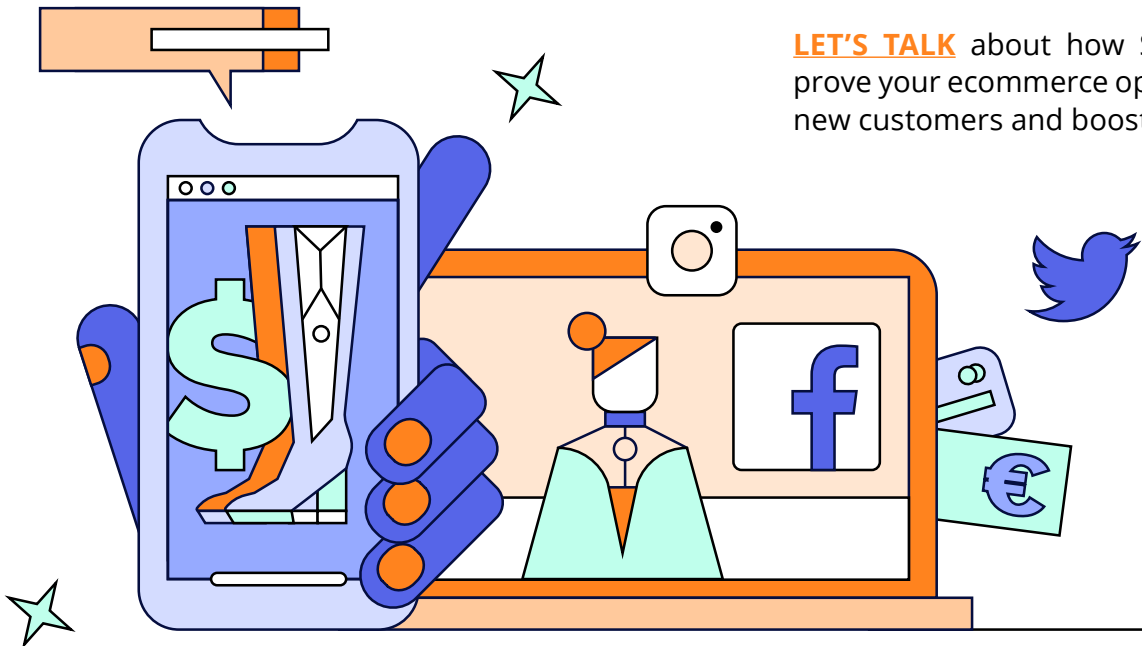
The SoftServe team opened new retail channels that enabled the conversion of social media followers to buyers:

- Ecommerce (website)
- Mobile commerce (mobile app)
- Social – Facebook store
- Mobile POS

SoftServe also upgraded the client's ecommerce platform to streamline operations, reduce order fulfillment costs, and enable analytics for:

- Order and inventory management
- Payment processing
- Shipping and returns tracking
- BI & Analytics

LET'S TALK about how SoftServe can improve your ecommerce operations to attract new customers and boost retail sales.



ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

Visit our [website](#), [blog](#), [Facebook](#), [Twitter](#), and [LinkedIn](#) pages.

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