

Developed an Online Store and Integrated ERP for a US-based Jeweler

eCommerce

ERP Integration

The Client

The client is a US-based jewelry company dealing in fashion-forward designs for modern woman. Their collection include earrings, bracelets and signature product – lollipops.



Business Challenges

ERP Integration

Smooth
Backend
OperationImplementation
of the Module
“Pick of the
week”

Areas of Engagement

- ERP Integration
- Modern Responsive Design
- Events, Cross-sell, Up-sell and related Products
- Catalog Management
- Custom Homepage and Management
- Manage Metal Prices
- Sales management

Engagement Brief

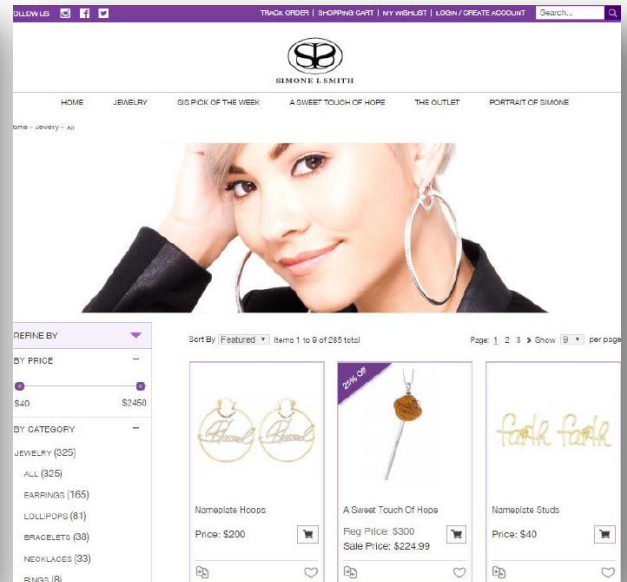
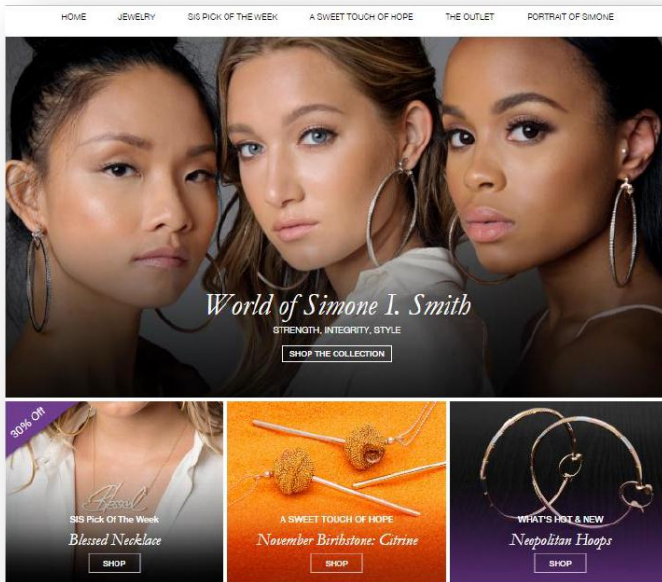
The client engaged Webdunia to develop and redesign a new responsive online store with modern layout. This online store was integrated with Webdunia's sister group's jewelry ERP product "Diaspark ERP" to manage and display products, promotions and upcoming events. Along with incorporating new functionalities into the system, payments and shipping integrations were also done.

The functionalities include:

- ERP integration
- EMI calculator
- Reports
- Instagram integration
- Social login
- Pick of the week, special offers, coupon codes
- Find a outlet
- Store locator
- Events, cross-sell, up-sell and related products
- Modern responsive design
- Catalog management and display
- Product importing/exporting through csv
- UPS and USPS integration for shipping
- Sharing functionality on social networks or email
- Record wish lists
- Custom homepage and management
- Customer groups and newsletters
- Reviews and ratings
- Metal price management
- Sales management
- Shopping cart
- Checkout
- Order management and tracking
- Tax calculation

Business Benefits

- Improved product and order management with ERP System
 - Increased user engagement
 - Establishing online presence with eCommerce
 - Instant search with multiple custom attributes
 - Attract new customers with search engine visibility
 - Multiple payments and shipping options
 - Advanced Sales order, invoice and shipping processes
- Increase in number of unique users and website traffic
 - Significant increase in average session duration of the website
 - Entertaining high number of concurrent users since the very first month of launch
 - Capturing most viewers for Sections like Voot Kids due to its unique availability
 - Flexible Deck Management via CMS



About Webdunia

Webdunia, is a CMMI Level 3, localization and software solutions provider to businesses across the world. With over 15 years in the industry, we deliver industry-led localization, translation, multilingual content management, and software solutions and services to address specific needs of particular business requirements. We have a proven delivery record of offering high quality solutions to help our clients excel globally on any technology platform.