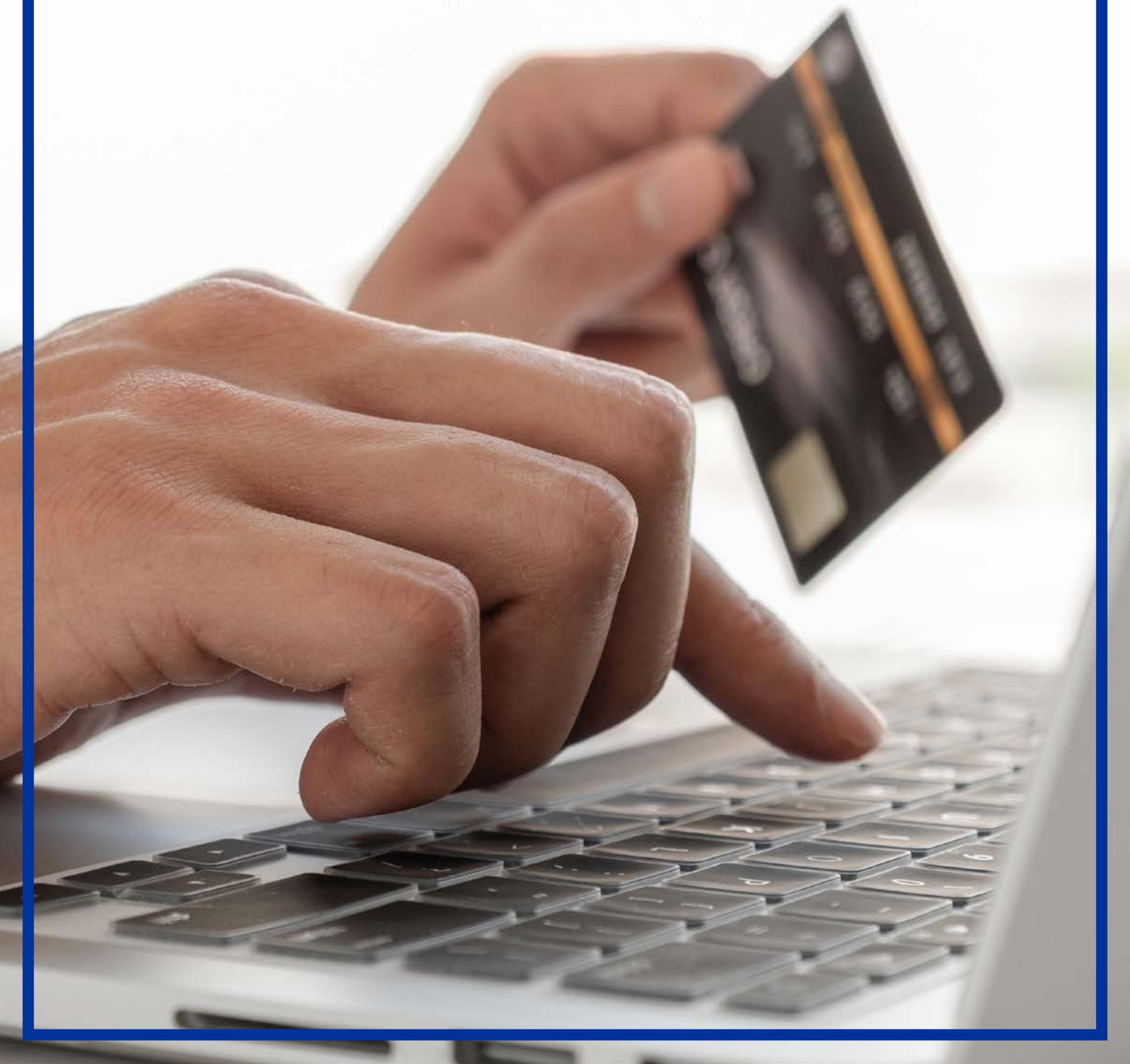


Sportswear label goes online for its buyers. From 10 members for order management to Zero human intervention.



Summarizing Situation

L'etoile Sport is an American sportswear brand that fuses fashion with function. The collection, known for its clean lines, luxurious fabrics, and classically modern designs, includes tennis, golf, and activewear. The founder is an avid runner and tennis player and wanted to launch a brand that brings about innovation in women's sports apparel. It aims to make comfort with style statement for women into sports. In order to make the brand widely popular, the client wanted to create offer comfort of buying online aside from their product availability through retail partners.

Impact on Business

Visitors were able to browse through the product catalog but unable to place the order from the website. In the absence of eCommerce functionality, the client was observing the following business impact

- » L'etoile Sport was maintaining a team of 10 people to handle website visitors' calls and orders
- » Human intervention to note down the buyer's orders and keeping their records
- » An adverse effect on website traffic, both new and returning

Resolution

Systematix Infotech rebuilt the website, keeping the business objective of implementing eCommerce functionality and creating a highly engaging user experience in mind. The eCommerce website has consistent flow with a compelling look-and-feel to attract the target audience for buying the products online that contribute to lead generation for the client.

Some of the important features of this website are as below:

- » Migration to Magento from Shopify
- » Inventory management
- » Lead capturing through the contact form
- » Quick view to check the product details
- » List of popular tags and recently viewed products
- » Manage promotions
- » Submit products reviews
- » Sales recovery by sending emails and notification
- » Guest checkout
- » Products comparison
- » Product categorization
- » Robust search and navigation

Resolution Impact

eCommerce website automated the process and transformed 10 team members working to zero human intervention. Now the orders are being placed by the customers on the website directly and pushed to ERP for order processing, billing and shipment. Other impacts are as follows:

- » Real-time access to business insight reports and sales dashboards for quick decision
- » 79% increase in the returning visitor
- » Bounce rate came down to 29.26% from 73.68%
- » Overall traffic improved by 83%

About Us

Incorporated in 2005, Systematix is a global IT services and solutions company, transforming industries with the digital solution across web, mobile, IoT, RPA and data science. With a talented and experienced team of 250+, technology expertise and CMMI Level 3 appraised processes, we are a trusted technology partner of many leading ISV, Automotive, Manufacturing, Engineering and OEM companies.

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