Comprehensive Ecommerce based tech solution to manage marketing, warehousing & delivery operations for an online supermarket.

The Client
Leading Ecommerce venture that delivers grocery, food and household items to neighboring locations. The Client is focused on ensuring timely delivery, value for money and enhanced end user satisfaction.

The Challenge
The customer requirement was to build an end-to-end, integrated and personalized technical solution encompassing client, warehouse and delivery management systems - ERP, Mobile Apps and a Delivery Mobile app to create a manifest, route and notification of proof of timely delivery.

The Solution
- Developed a web application with different modules covering all aspects of client management, user management and delivery management.

- A Warehouse Management System (WMS) was also developed & integrated with the web app.

- All-inclusive WMS – SKU management, inventory management, picking & packing, order sequencing, counting, storage categorization like perishable, flammable, high value, hazardous and so on.

- Client management module – functionalities from complete inbound sales cycle to post sales service & feedback.

- Delivery management module – complex delivery & service oriented functionalities like order sequencing, priority setting, task assignment, tracking & authentication of end receiver, proof of delivery, etc.
- Developed front-end application using Magneto e-commerce platform.
- MS Dynamics was used as backend application
- Used REST controllers to integrate front-end application with ERP.
- Service layer was developed to implement business rules and validation
- RDS (MySQL) was used as primary database.
- MS SQL server was used to store inventory information.
- SNS was used to send Push Notification to Android and iPhone Apps.
- Scheduled jobs were created to verify the data on a pre-defined time interval and based upon certain business logic.
- Waterfall methodology was used for application development.
- Zeplin was used to create design/ mockups/ click-through
- Used Jenkins for Continuous Integration to ensure the build is deployed only when it passes all tests.
- Selenium and Appium was used for automation testing of web and mobile application respectively.
Key Benefits

- Consolidated solution with advanced automated tools to manage the customer’s sales service, warehouse and delivery operations.
- Provides real-time customer insights such as preferences that help customers to cross-sell/up-sell products and solutions.
- Captures customer lifecycle information efficiently, including placement of order, deployment, invoicing and renewal.
- Promotions/discounts/offers were managed via the portal.
- Interactive site with Recipes/Monthly and weekly auto ordering system.

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