



E-Commerce platform for a retail customer

About the Client

A kuwait based retail and entertainment giant having over 4500+ products with 45k+ customers. Products range from medium to luxurious baby products and cosmetics.

Business Challenges

With ever changing competitive retail markets, clients require a digital platform to catch up with the latest trends in e-commerce. Enable their clients to make the product purchase with ease and delivery to the door. A one stop shop for all their customer needs without compromising the shopping experience with a safe payment safeguard them from any cyber crimes. Features like multi-product - multi-delivery location on single cart checkouts, enable multiple delivery options with varying delivery charges in single order were custom unique features demanded by the customer.

Flycatch's Solution

- After a thorough analysis and study of the client market situation, flycatch offered an on-premise Python based solution.
- Solution is provisioned dynamicity in the super admin panel to upload product inventory with a consulted quality check on the images of the products and other categorical dimensions of the product.
- An omni channel client interface with state of the art security provisions and extremely easy UI/UX interfaces with a design motto of "Max 3 tap".
- Highly secure Python based payment integration along with an alert mechanism integrated with SMS gateway. 3 step intimation process has been followed providing comfortable track and trace experience to the user.

Technologies Used



Business Benefits

- Effective Inventory Management- The solution helped the clients to manage the inventory efficiently and inventory status made available on fingertips.
- Campaign Management & Multi-mode Shipping Options- Implemented the custom shipping module meeting all the guidelines without compromising on the quality and accuracy. Shipping mechanisms meeting Free shipping vouchers and offers have been categorically made available in the platform to attract seasonal sales.
- Hassle-Free Tenant Addition- The super admin facilitated with augmented multi tenancy to add new branches to the parent organization dynamically.
- Operational Effectiveness Monitoring- The critical analytical dashboards and reports were facilitated with operational & transactional information on Order, Product, User.
- Decision Support Reports - Drill down, slide & dice analytics provided through analytical dashboards for effective decision making and quick strategic and tactical decision making for the best ROI.