Rapid implementation of Oracle ATG platform for an online luxury retailer in the US

Background

Client's existing e-commerce platform was unstable leading to order and revenue loss. Client decided to implement a robust ATG based e-commerce platform; unfortunately, implementation ran into rough weather leaving client with a couple of months before holiday season. Client & ATG decided to bring a specialized partner to get the project back on track

Objectives

→ Increase sales through larger number of orders and larger basket size of orders

→ Reduce human touch points in the entire process

→ Provide high-touch environment with personalized content like a luxury store

→ Integrated view of customer across multiple sales channels

Approach

→ Delivered the solution by relying on prior experience, bringing best practices in ATG implementation and by deploying a team of experts in ATG and project management

→ ATG's then latest platform of 9.1 with CRS 9.1 were implemented to provide the high-touch environment desired by the client leading to higher customer satisfaction and sales

→ Several processes like catalog management, inventory updates were automated to reduce human touch points and for real-time accuracy of data

→ Technology experts implemented innovative solutions for quick image upload and to ensure that page loads quickly

→ Key project management best practices like war rooms were implemented from Day 1 to ensure rapid issue resolution and hence meeting of go-live date

→ Integrated various sales channels (like phone and market-places) to ensure that customer related data was accessible across all channels
leading higher customer satisfaction

Results

→ Client was able to increase revenue in the ensuing holiday season

→ Automated processes resulted in very few issues during day-to-day operations

→ New implementation processes have stood the test of time as new modules like analytics were later implemented rapidly with minimum issues