



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



Adapty is a leading digital commerce company with offices in USA, UAE, and India. As experts in digital commerce and customer experience platforms, our technology teams design and implement omnichannel solutions that drive customer engagement and enable business growth. We help retailers adapt to the rapidly changing business environment. Adapty specializes in B2C and B2B enterprise eCommerce solutions. We have deep expertise in Salesforce Commerce, Oracle Commerce, Sitecore, Magento, and Insite Commerce solutions.

Read more on <http://adapty.com>

Locations: U.S.A., U.A.E. & India.

Email: contactus@adapty.com | Phone: +91 22 21584200 | Web: www.adapty.com