



Provided a secured and scalable eCommerce platform, accelerate business features implementation, increase operational efficiency and empowered business users and reduce IT dependency.

Background

Fabindia is the largest single brand fashion retail chain in India providing products that are made from traditional techniques, skills and hand-based processes. To sustain growth and continue to be leader in highly competitive market, Fabindia was looking for a new scalable cloud ecommerce platform. With great pride, we partnered with Fabindia to support their re-platforming initiative and develop rich customer experience across all touchpoints.

Objectives

Key objective of the engagement included providing stable, scalable ecommerce platform, accelerate business features implementation, increase operational efficiency, Empower business users and reduce IT dependency.

Solution Delivered

Working closely with Fabindia we identified Oracle Commerce Cloud (OCC) as the right ecommerce platform to support their business objectives. We created responsive site that adapts to any device increasing the overall customer experience. Designed single catalog, multi-currency site to support region specific product assortments, promotions and campaigns. Enhanced overall search and checkout experience based on SEO and user session replay analysis. Implemented new site features including Custom Kurtas (Bespoke) for Men with custom pricing, Fabfamily loyalty program, dynamic SKU variants and size charts, product serviceability by zip code and category. Empowered the business users to perform merchandising tasks with minimal IT help by extended Oracle Commerce Cloud's admin application. We used Amazon Web Services to host the admin UI extensions. The unique challenge was to integrate India specific payment gateways, we worked closely with Oracle team to integrate multiple payment gateways with OTP (One Time Password) and split payment features.

Key Integrations:

- Inventory and Order Management System
- Easyrewardz – Loyalty program
- Visualization services for 3D rendering
- India specific payment gateways (CCAvenue, HDFC)

Results

With our team, process and technology efficiency, successfully launched the Oracle Commerce Cloud site (first in India) in three months. Since launch we saw year-over-year growth in daily revenue. The site was stable and supported increased traffic during Indian festive season. Observed increased customer retention after loyalty program implementation. Post-launch, our managed services team continues to ensure ongoing site support and enhancements.



Fabindia is India's largest private platform for products that are made from traditional techniques, skills and hand-based processes. Fabindia links over 55,000 craft based rural producers to modern urban markets, thereby creating a base for skilled, sustainable rural employment, and preserving India's traditional handicrafts in the process. Fabindia's products are natural, craft based, contemporary, and affordable.



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.

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