



Re-architected ecommerce platform for boosting site performance, resulting in largest ever Cyber Monday sale

Background

- The Vitamin Shoppe is a New Jersey, USA-based, retailer of nutritional supplements. Client also operates over 700 stores throughout the United States, Puerto Rico and Canada.
- The Vitamin Shoppe uses Oracle Commerce for ecommerce platform and related services.
- Adapty partnered Vitamin Shoppe to implement the re-architected and redesigned online website as a part of customer experience reinvention strategy.

Objectives

- As a part of customer experience reinvention strategy, Vitamin Shoppe wants to improve customer shopping experience at both physical and online store.
- Consistent user experience across all touch points; web, mobile and store agent console.
- Decouple UI and business layer to ensure future platform upgrades can be carried out with no impact to the UI layer.
- Increase scalability of the e-commerce platform to support increasing traffic with existing infrastructure.
- Reduce site maintenance overhead and costs

Solution Delivered

- Delivered a seamless user experience, providing a Single Page Application (SPA) with a minimum of resizing, panning, and scrolling, across multiple view ports (desktop, tablet and phone) by implementing an AngularJS based responsive interface.
- Built an improved product taxonomy, to ensure all users (customers, store agents, customer service agents) see a uniform hierarchy across all channels.
- Built a centralized information repository using NodeJS and MongoDB to serve consistent Product and Store data across all channels.
- Built UI layer that only consumes Oracle Commerce REST API's to decouple it from business layer, ensuring future platform upgrades can be carried out independent from the UI layer.
- This allowed existing application server infra structure to serve additional requests during peak time, as it was only focused on the pure ecommerce aspects of order capture.
- Helped tune the performance of both backend and frontend code by implementing parallel asynchronous processing and eliminating redundant database requests
- Built caching solution leveraging Akamai, Varnish and Component level caching designed to enable caching of all aspects of data, both on a CDN and at server side. This provides finer control in caching strategy for different components.

Results

- Redesigned site, coupled with promotional and marketing stimulus delivered increased orders during holiday sales events (50% increase YOY for Black Friday and Cyber Monday)
- New responsive site lead to significantly enhancing customer experience, there by leading to one of the highest online sale during Cyber Monday



The Vitamin Shoppe is a retailer of nutritional supplements headquartered in New Jersey, USA helping people achieve their health and wellness goals.the Vitamin Shoppe operates stores in United States, Puerto Rico and Canada providing 8,000 different SKUs of supplements through its retail stores and over 20,000 different SKUs of supplements through its online retail websites. For more information, please visit www.vitaminshoppe.com



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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