

A wooden ladder leans against a brick wall. The wall is made of light-colored bricks and extends across the middle of the image. Above the wall is a bright blue sky with wispy white clouds. The ladder is on the left side, reaching from the bottom to the top of the wall.

From Bricks to the Cloud: Transition From Offline Store To E-Commerce

Healthcare | E-Commerce



Need of the hour – a digital solution

Brick and mortar stores are being pushed to make their presence felt in the online sphere, due to falling in-store sales, increased consumer engagement online, and convenience to the buyer in terms of home delivery, product variety and better deals.



Such was the case with Company ABC, a prolific retailer of nutraceuticals and essential oils based in Surrey, Canada. Alex, the owner of the store, was compelled to foray into the online world to keep his business growing, with the e-commerce boom.

“Perhaps we could have an online solution – a website, to help our customers order online, and have their products delivered to their doorsteps,” he thought.

“Hey AI, I’m trying to find this brain tonic, but I’m getting all sorts of other products in the search results.”

“Hi Luis! Really? I’ll take a look.”

“Yeah, also, the site’s really slow. Yesterday I saw this Biotin supplement on discount, and I had a coupon too, which I applied. But it took forever to checkout. I gave up eventually. They’re probably still there in my cart.”

“I’m sorry to hear that Luis. Will look into it. Although, it’s unusual that it was slow. I’m not getting that much traffic. Also, it’s strange that you mentioned you could apply a discount coupon to an already discounted product.”

“Yeah I found that strange too. Anyway, I thought I should let you know.”

“Thanks Luis, I appreciate it.”



E-commerce website creation

With the help of a local agency, he created an e-commerce website for his store, in anticipation of more business. He even began stocking his store expecting high demand. But contrary to what he thought would happen, extra business from the website didn’t come.



So, what happened?

The intention of creating a website was noble, but the execution was sub-optimal. It resulted in a glitch-riddled website that put off ABC’s customers. ABC were faced with a situation wherein they ran the risk of losing market share and becoming irrelevant, unless they took a dramatic decision.

A few days later his friend Luis called him.



What was needed?

What ABC needed was an intuitive interface which offered provision for searching products effectively, enable faster transaction times, possess the ability to handle high traffic, along with cross/up-sell functionality.

Additionally, it needed to maintain efficiency in order and inventory management with provision for automatic updates of product details. Most importantly, the website needed to be glitch-free, with low server downtime.

Intuitive interface	Search optimization	Faster transactions
High traffic handling	Cross/Up-sell opportunity	Order & Inventory Management efficiency
Automatic update of product details	Glitch-free	Low server downtime

Upon determining these issues, Alex understood he needed to do something about it quickly. He decided to call his friend for help.

“Hi Luis! Those problems that you told me about, we’ll need a professional agency to sort it out.”

“Hey Alex, don’t worry! We know of just the right people to help you with this. I’ll send you their contact details.”

“Thanks Luis! You’re a lifesaver!”

How did we turn it around?

Alex roped in an agency that his friend Luis had suggested – us. The next few days were spent revamping the e-commerce site. The search function within the site was optimized, and more emphasis was placed on customer

experience. Features such as auto-filling of details, improved page listings, and faster load times were introduced.

From ABC’s perspective, the backend system was also improved with multi-channel integration, and efficient inventory management. Analytics tools were put in place to enhance product stocking. Self-designed banners could be uploaded by ABC itself on the site to further their topical business interest.

Upon implementing these solutions, we realized that ABC’s blog was underutilized.

“Mr. Alex, why don’t you integrate the ABC blog on to the site? It’s got great content. A lot of people are reading it. If it’s on the site, you might get more conversions, and it’ll definitely create better engagement with your customers.”

“Sure! That sounds like a great idea!”

We integrated the blog with ABC’s site, resulting in enhanced customer interaction, and a better overall experience, as well as increased conversions.

From a traditional brick and mortar store, ABC now has a successful omni-channel sales model.

Benefits:

- ✓ User-friendly e-commerce website
- ✓ Blog integration
- ✓ Enhanced overall customer experience
- ✓ Increased conversions



About us

Mindfire Solutions started in October of 1999, with the purpose of providing expert software services globally, and has steadily grown to its 1000-seat facilities at 2 engineering centers.

In its heart and soul, Mindfire is a software service provider, with unrelenting focus on small-team, offshore-based custom software development and testing work using Agile methods.

We are clear in our vision of building a software engineering powerhouse, and we do not spend time and energy in activities which do not fall under the purview of our core competence.

Our vision is "to be a globally respected, professional and innovative software services and technology company".

Our mission statement reinforces our vision: "Imagine. Think. Plan. Act. Deliver. Improve."

In the last 23+ years, we have successfully delivered on 2000+ engagements across 500+ global clients.

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