

Great Online Shopping Experience with a **Single Seamless Solution**



Company

Redbell Retail Pvt. Ltd.

Industry

Multibrand Toy Store

Challenge

Redbell was looking for an Online Store solution to develop an integrated, high-volume e-commerce portal which could seamlessly integrate their product and transaction data with SAP Business One.

Their existing website could help them to only showcase their products and pricing, for further transactions and sales completion the company had to depend on tele - order. Disintegrated web portal and sales process often led to lost sales.

Redbell customer data existed in disparate systems and tracing and shipping of orders was managed manually.

The New Redbell portal powered by iVend eCommerce allowed their customers to complete purchases from initial product discovery, to product comparison till the payment is made. The system provides clear view of order fulfillment status, eases the process of order cancellations, exchange & returns, while simplifying the practice to respond to customer queries.

Solution

iVend eCommerce with SAP Business One

Country

New Delhi, India

Website

www.redbell.com



“ At Redbell we always wanted to impart our customers a great visually engaging shopping experience. With iVend ecommerce we have successfully combined a stimulating shopping experience with an advanced back-office management making online buying simple & convenient for our customers while more profitable for us. ”

Naresh Tomar, Head of Operations, RedBell Retail Pvt. Ltd.

About Redbell

Redbell is a multi-brand online toy store, helping parents find the best fit toys and gifts for kids. Housing more than 10,000 premium and best quality toys of over 200+ international brands, from the seasonal, most recommended, shopped, latest, hot deals and hard to find specialty toys, Redbell store has it all for children in the Age group of 0 to 14 years.

Be it Birthday, holiday, any special occasion, entertainment, learning and much more, Redbell has categorized their products well in order to help customers shopping effectively while saving their time to find the perfect toy. The client's business model required a fully functional online toy store with integrated payment processors and shipping.

Solution

On understanding the Redbell's business challenges and requirements, we recommended the adoption of iVend eCommerce - an enterprise class integrated e-Commerce solution. With iVend eCommerce from CitiXsys Technologies, Redbell now has an integrated e-commerce portal. iVend eCommerce offers their customers an easy and delightful online shopping experience.

Key features of iVend eCommerce Online Portal include:

- A website with a powerful CMS & e-Commerce functionalities
- Workflow based content approval
- Automated content publishing
- e-Commerce portal enabling a common global online store-front for the entire product offerings
- Multi Language Secure Online Shopping portal with fast and continuous user experience
- Order Administration Module for order creating, searching, modifying, tracking, fulfillment and reporting
- Notifications for order confirmations and status tracking
- Online Credit Card Processing & Multi Payment features - Ability to accept multiple payment information from the user
- Components that are integrated with different payment processing authority based on requirements and handling returns including batch credit card processing
- Integration with FedEx and DHL for shipping, shipping address validation
- User role based security for administration of Online storefront

- Product Catalog Setup including pricing, special pricing, promotions and discounts
- Comprehensive eCommerce shopping basket component
- Handling Tax calculations with a variety of requirements

Benefits

iVend eCommerce with SAP Business One has resulted in the following benefits to RedBell's online store:

- Easy to Use interface that works as expected and very comfortable to use with great site management features
- Deliver a Great Mobile Buying Experience
- Managing Products and Catalogs is easy by using the standard provided fields as an online retailer we can conveniently create product catalogs with various products
- Application of Promotions, discounts and adding images, videos and sale prices to products is easy
- Customers can quickly find products and create wish lists by selecting products in Categories / Brands or by using the shop-by filter
- Search Engine Friendly for easy discovery
- Enable seamless fulfillment and supply chain planning
- Conduct integrated sales as a result of seamless integration with **iVend Retail and SAP Business One**
- Ease of reporting and analysis of customer and order information to comprehend and optimize marketing, online sales, billing and customer support, returns management, shipping and product distribution logistics

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