

Integrating Online Retail Experience with iVend eCommerce

EGLE



“We really like iVend eCommerce Portal's ease of access with update capabilities...it is expected to support company's expansion strategy and provide real-time brand visibility and shopping access for our customers anywhere anytime.”

Prem Raj Sharma
Director, Milano Impex Pvt. Ltd.

Company

Milano Impex Pvt. Ltd.

Industry

Footwear

Challenge

With a successful lineage of introducing European shoe brands EGLE and Louis Alberti, Milano Impex wanted to launch a new business-to-consumer eCommerce Portal. A portal that would allow them to sell merchandise directly to the consumers and deliver an integrated brand experience to match the spirit of “Shoes for all occasions”.

The company wanted an eCommerce portal that seamlessly integrates into their iVend Retail and SAP Business One so that their Online and Physical stores function as a unified retail unit.

Milano wanted their eCommerce portal to come alive with innovative and intuitive design, that features images, description and media to showcase their wide range of Men's Shoes.

Solution

iVend eCommerce with SAP Business One

Country

India

Website

www.egleshoes.com

Milano Impex Pvt Ltd was established in the year 2006. It has two brands EGLE & LOUIS ALBERTI in its portfolio. Both are well established in Indian footwear market. MIPL is leader in the lifestyle footwear industry, and designs, develops and markets lifestyle footwear under brand name of EGLE & LOUIS ALBERTI, that appeals to trend-savvy men of all ages.

Milano Impex Pvt. Ltd initially followed the dealer & distributor business model which contributed to a major chunk of their revenue. After achieving considerable success in their maiden Retail venture, company looks forward to expand their reach with an online offering.

Solution

Leveraging iVend eCommerce, Milano Impex worked with CitiXsys team to implement an eCommerce portal based on iVend Retail Enterprise and iVend eCommerce. iVend eCommerce enables brand content to be strategically placed in the web content gallery and showcases crisp images that feature the products aesthetically with detailed product descriptions and inspire action.

Striving to provide the best online customer experience along with multichannel integration the eCommerce portal has built in delivery options such as shop online and pickup in-store and easy returns. Other features include:

- Notifications for order confirmations and status tracking
- Online Credit Card Processing - Components that are integrated with different payment processing authority based on requirements and handling returns including batch credit card processing
- Role based security for administration of the eCommerce Portal
- Product Catalog Setup including pricing, special pricing, promotions and discounts
- Comprehensive eCommerce shopping basket components

Benefits

- Customers can quickly find products and create wish lists by selecting products in Categories / Brands or by using the shop-by filter
- Increase in the average order size with promotions, smart up-sells and cross-sells
- Marketing, merchandising and sales staff have better control to manage portal content without IT intervention
- Conduct integrated sales as a result of seamless integration with **iVend Retail and SAP Business One**
- Eases the process of rolling out international Web sites in multiple languages and currencies
- Supports Web traffic exceeding one million page views per day, helping the company meet or exceed its sales expectations
- 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
- Higher customer satisfaction with engaging shopping experience

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