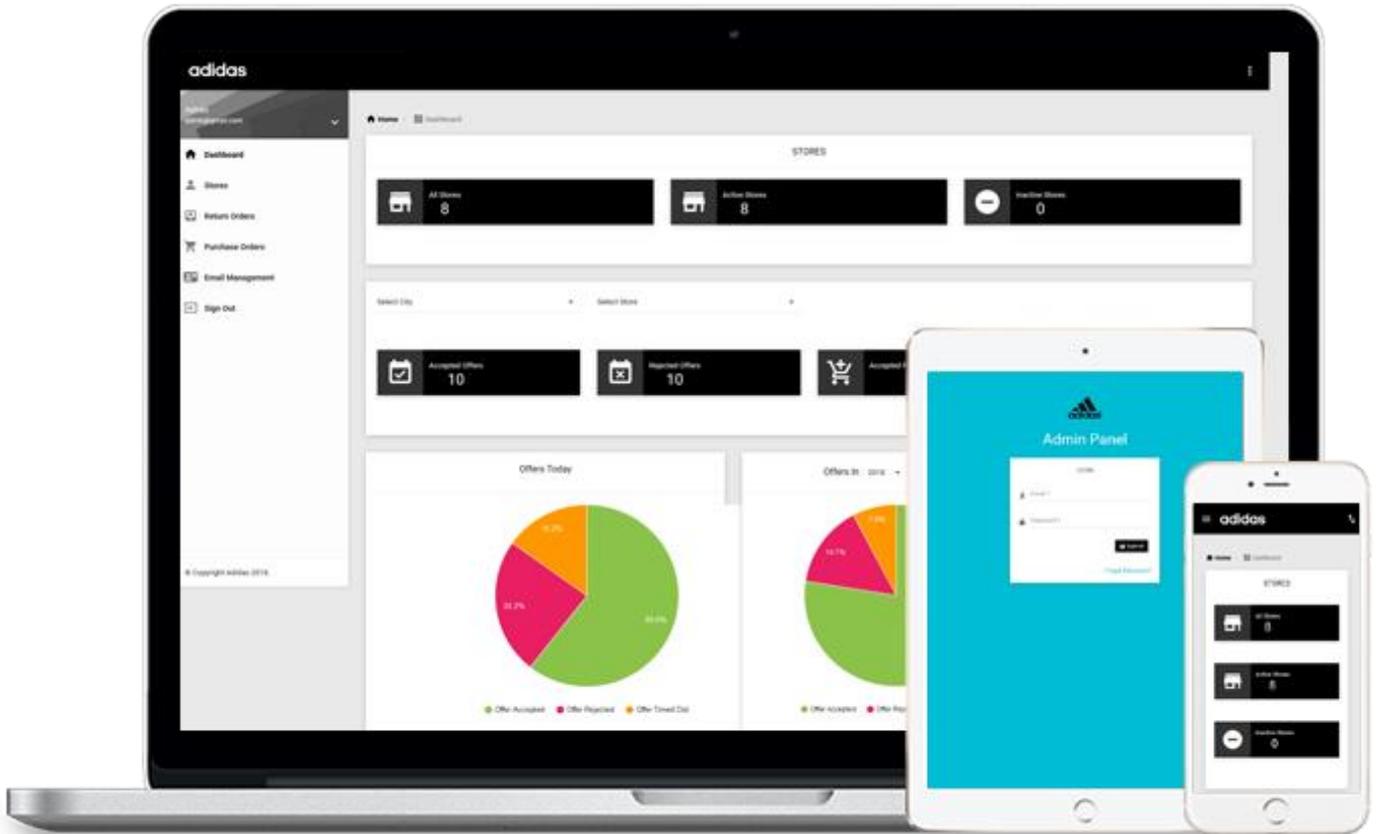Fullestop Case Studies

Adidas

Website Design & Development

CASE STUDY

ADIDAS

OVERVIEW

One of the most renowned sports brand, Adidas, started facing issues with their online order processing and was troubling with the centralization of all the orders, when they came to Fullestop. We worked on a web app that helped Adidas to manage all their orders; forward online orders to the nearest authorized store to reduce the chances of order cancellation, reducing the delivery cost and to manage the orders effectively.

PROJECT REQUIREMENT

Adidas has a large customer base and receives orders from across the globe. This is being executed through their websites, shop.adidas.co.in and shop4reebok.com with the help of Microsoft Dynamics.

- Adidas was looking out for a one stop solution that could organize all the orders from shop.adidas.co.in and shop4reebok.com.
- Losing customers attention at the back of a poor customer support is a matter of concern for all the brands and Non-centralization of all the orders made it hard for Adidas to give immediate attention to the customers.

SOLUTION IMPLEMENTATION

- Store Panel Development: Fullestop Developed a web application for the store managers, that helps them to manage all the order request. We made the Store panel user friendly with quick navigation which enables store owner to take quick action for different activity.
- The web application enables quick order request forwarding to nearest store that helped store managers to efficiently handle all order status and deliveries.
- Integration with current Dynamic AX to synchronize the flow of information between both systems.
- Added a comprehensive search and notification functionality to web app.
- A centralized web admin panel with secure password protect was developed for overall monitoring of the system
- Fullestop built the backend using big data processing techniques to provide advance data analytics and visualization
- To ensure that the web application is fully efficient, Fullestop conducted an efficient load testing

TECHNOLOGY USED

- Node
- Mongo DB

- .Net
- Dynamic AX integration to synchronize the flow of information between both the systems

RESULTS

Fullestop successfully delivered the web-based application that helps Adidas store managers to get record of every order and its status.

- Efficient Order Processing
- Improved customer support
- Centralized admin panel for overall monitoring of all the order requests
- Advance Data Analysis and Visualization

A Case Study by- Fullestop