ScienceSoft

Ecommerce Consulting

to power your customer experience management

SCIENCE SOFT

ScienceSoft has earned the reputation of a reliable and forward-thinking **IT services provider**. With our ecommerce competencies, we help businesses all over the world unlock new sales opportunities at each customer step

22 years
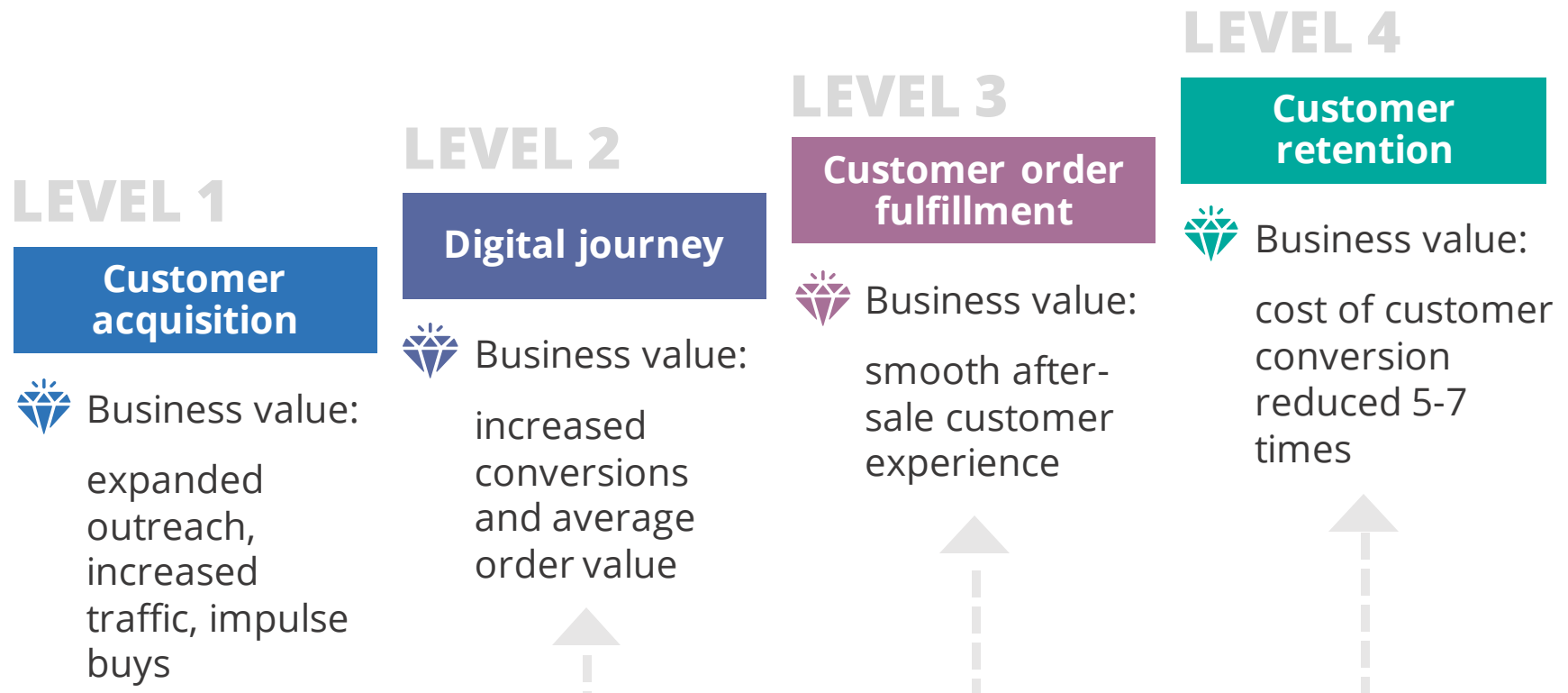in ecommerce

36 years
in IT business

Clients in **75+**
countries

ScienceSoft

62% of our **revenue** comes from **2+ year** Clients

Ecommerce Success Framework by ScienceSoft

ScienceSoft

We apply the **four-level success framework** to take care of end-to-end customer experience you provide

LEVEL 1

Customer acquisition

Business value:

expanded outreach, increased traffic, impulse buys

LEVEL 2

Digital journey

Business value:

increased conversions and average order value

LEVEL 3

Customer order fulfillment

Business value:

smooth after-sale customer experience

LEVEL 4

Customer retention

Business value:

cost of customer conversion reduced 5-7 times

Customer Acquisition Strategy

We give you tools to launch 4 cost-effective acquisition channels
and **yield measurable returns** soon

Contextual commerce

Meet and sell to your customers wherever and whenever they find convenient

Content marketing

Create added value for your target audience and they will choose you over competitors

Social commerce

Win Millennials and Generation Z.

Organic search

Delegate technical SEO aspects to us and get the top Google ranking for your website

+ Acquisition-focused analytics

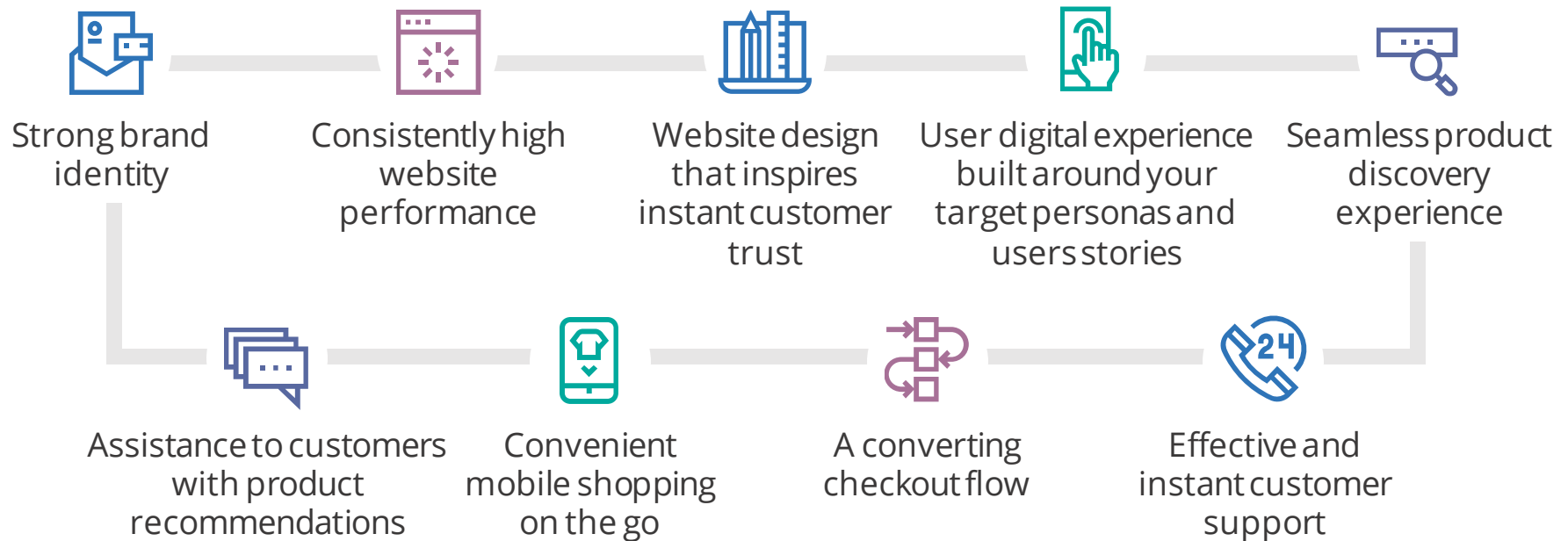Tracking the effectiveness of sales channels and acquisition marketing campaigns

Customer Digital Journey

Customers may have browsed through a number of websites. But they will **convert on yours**. We compose exceptional customer experience from:

Strong brand identity

Consistently high website performance

Website design that inspires instant customer trust

User digital experience built around your target personas and users stories

Seamless product discovery experience

Assistance to customers with product recommendations

Convenient mobile shopping on the go

A converting checkout flow

Effective and instant customer support

+ **Conversion-focused analytics and A/B testing:** detecting bottlenecks in conversion funnel and initiating experiments to eliminate them

Customer Order Fulfillment

For your customers to return, we keep on driving their positive experience after the purchase. With the right technologies, you can **achieve**:

Real-time visibility into the order status

No delays in order delivery

Effective return management

Access to cross-channel order history and a possibility to reorder online customers' offline orders

Your operating costs saved on the automation of supply, distribution, inventory and order management

+ **Supply chain analytics:** bringing a data-driven approach to procurement planning

Customer Retention Strategy

This is the area where any competitive advantage can work out. The **three components** to the customer retention strategy remain fundamental

Customer communication personalization

- High ROI for email marketing

- High conversions from personalized product offerings
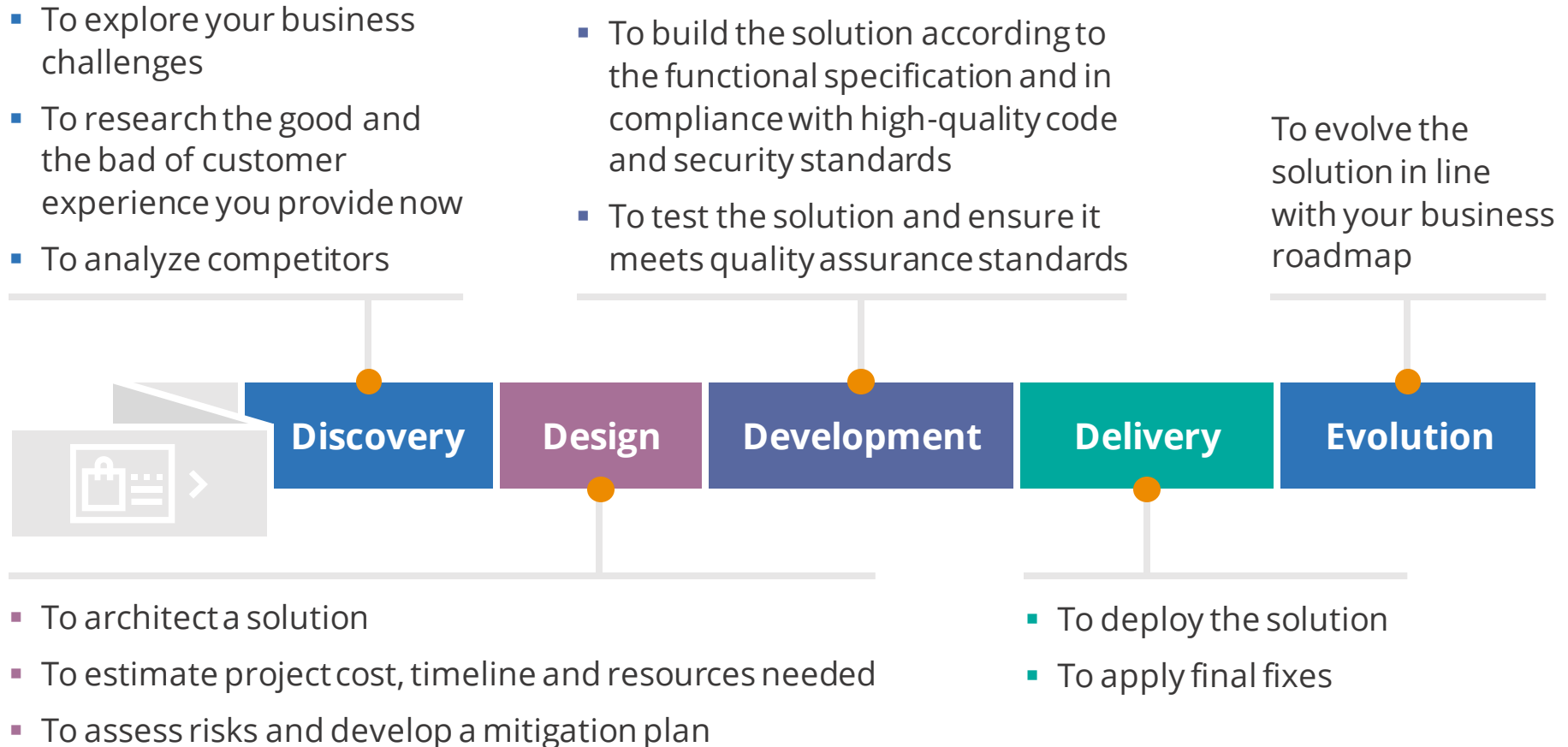
Marketing-focused analytics

- Better visibility into the patterns of customer behavior

- Marketing forecasting

- Progressive growth of marketing outcomes based on historical findings and conclusions drawn
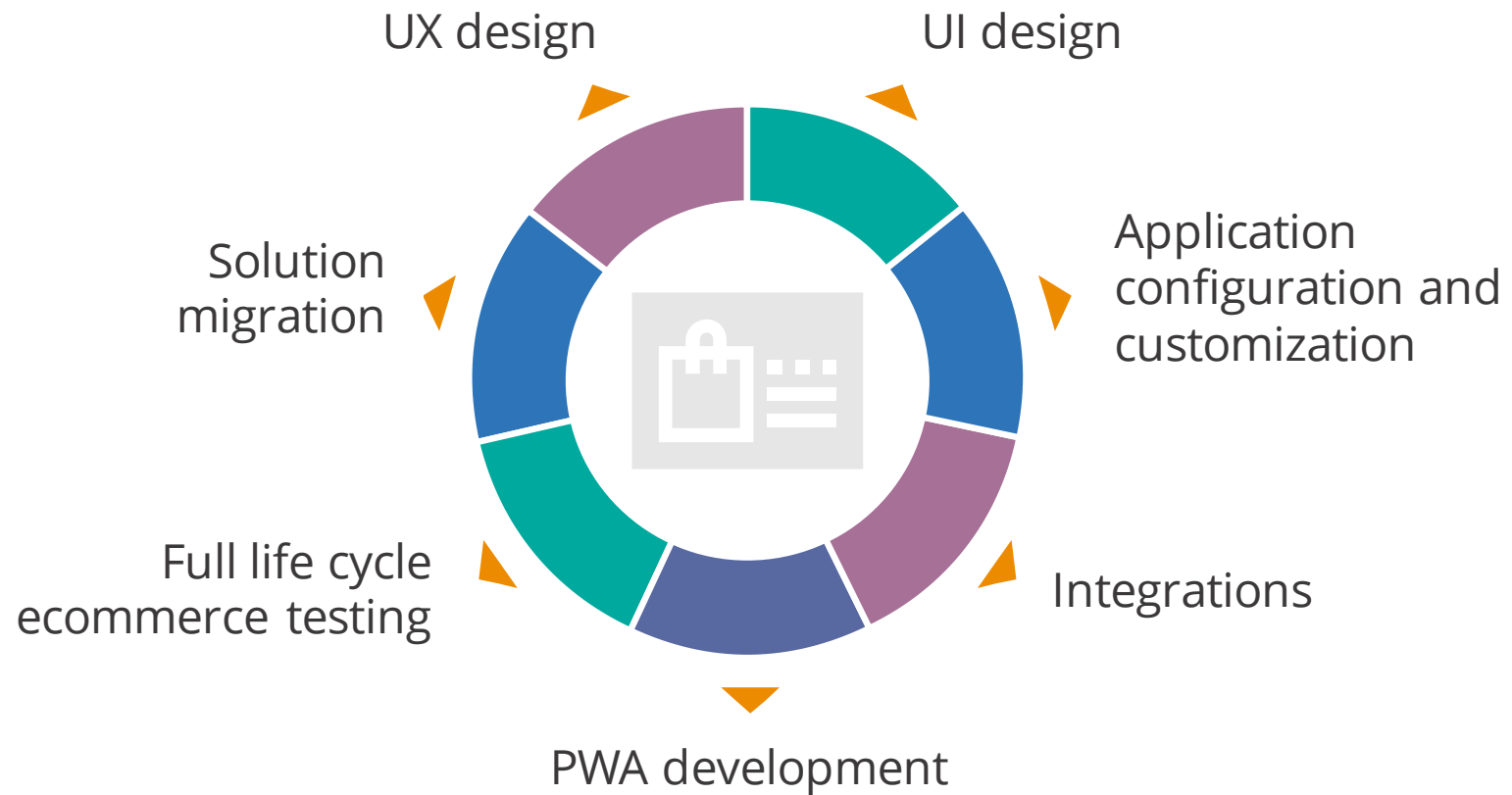
Customer feedback processing

- A comprehensive picture of customer satisfaction via feedback collected from different sources

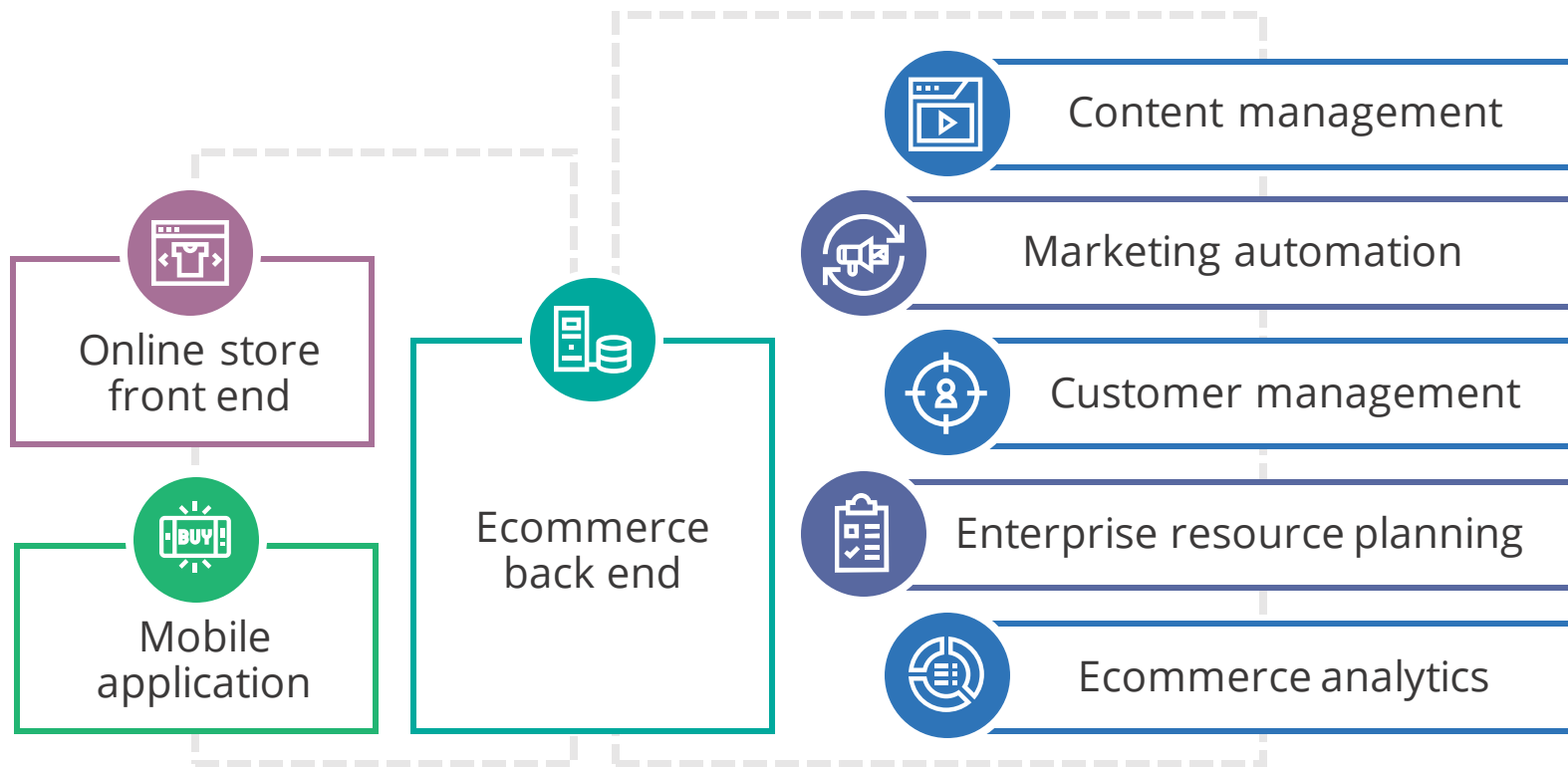- Automated case creation and its quick resolution or escalation

How We Unfold an Ecommerce Solution

A **standard ecommerce project** unfolds as follows:

- To explore your business challenges
- To research the good and the bad of customer experience you provide now
- To analyze competitors

- To build the solution according to the functional specification and in compliance with high-quality code and security standards
- To test the solution and ensure it meets quality assurance standards

To evolve the solution in line with your business roadmap

| Discovery | Design | Development | Delivery | Evolution |

- To architect a solution
- To estimate project cost, timeline and resources needed
- To assess risks and develop a mitigation plan

- To deploy the solution
- To apply final fixes

ScienceSoft

We have built up competencies across **all ecommerce services**

UX design

UI design

Application configuration and customization

Solution migration

Integrations

Full life cycle ecommerce testing

PWA development

Our UX Design Workflow

We focus much on creating effective UX design and employ a research-backed approach to ground UX decisions on your customer needs

User research

to know and understand your target audience

Scenario creation

to describe what users do with the product and why they do it

UI prototyping

to reflect the logic and functionality of the future product

Usability audit

to assess user experience of the existing product

1   **2**   **3**   **4**   **5**   **6**   **7**

Persona creation

to represent real users with their problems and needs

Customer journey mapping

to illustrate a product usage process graphically

Usability testing

to understand how users interact with the product

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Among ecommerce platforms, we choose **Magento** as our core competency


Magento Solution Partner

+

14 years of Magento-specific expertise

+

Magento-certified team

SCIENCE SOFT

We don't talk big. We make our involvement into your ecommerce business meaningful

▶ **We manage** projects through each stage: discovery, solution design and implementation, testing and QA, launch

▶ **We reduce** time-to-value for Magento implementations

▶ **We are resourced** to provide for post-launch support

▶ **We create** scalable solutions positioned for future growth and expansion
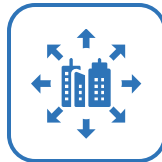
▶ **We assist** with roadmap decisions

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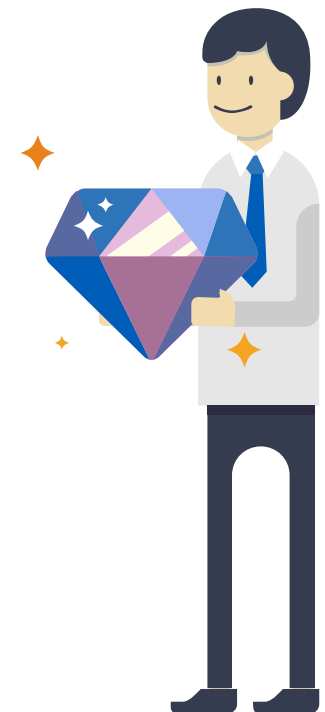
Ecommerce Solution for a Retail Corporation

Client

US-based group of companies present in the variety of industries including luxury retail, hospitality and ecommerce

Solution

IT ecosystem consisting of a cross-business CRM platform, ecommerce, a booking module and a cloud POS system that integrates myriads of data to offer a consistent customer experience across all businesses

Tools & Technologies

Magento Commerce 2.2, Pimcore 5.1.3, Akeneo EE 2.3.7

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E-shop for United Company

Client

Innovative company running a number of businesses including a chain of gas stations and cafés, gardening centers, retail and wholesale shops

Solution

Ecommerce solution that processes 100K+ SKUs and is fully integrated with the company infrastructure

Tools & Technologies

Magento CE 8.2, PHP, MS SQL Server

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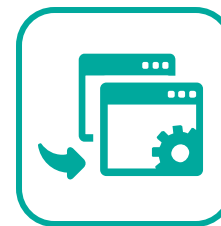# Migration Project for a Telecom Services Provider

Client

A US telecommunications company delivering mobile products and services

Solution

The two ecommerce websites were migrated from Magento to Pimcore and integrated with a CRM system and analytical software. Further optimization of customer digital experience resulted in the 6-time conversion increase

Tools & Technologies

Magento Open Source 1.9.2.0, Pimcore 5.0

Ongoing Support for a Multi-Store

Client

US-based online restaurant supplier

Solution

Ongoing Magento support including upgrade to a newer version, multi-store expansion, functionality enhancement, UI adjustments, performance optimization, security improvement, and more

Tools & Technologies

Magento 1.9.3.9, Jira, Help Scout

Let's Keep in Touch!

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