

Transforming E-commerce Success



A Comprehensive Solution for a Leading B2B Home Supplier

BACKSTORY

E-commerce channels were the primary avenue through which a prominent B2B home supplier engaged with consumers, accounting for over 60% of their business. Acknowledging the significance of a user-friendly and cutting-edge online presence, the client sought assistance in modernizing their e-commerce site during a major acquisition. Their objectives included migrating back-end and product data while maintaining uninterrupted site functionality for this important revenue-driving channel. The client sought to boost their capture rate by enhancing search optimization, product taxonomy, user experience (UX), and sales analytics.

SOLUTION

Recognizing the criticality of uninterrupted uptime in the fast-paced world of e-commerce, TSG's team of QA engineers ensured the smooth execution of migrations without impacting the business and site operations. To maintain customer satisfaction during the acquisition, TSG seamlessly transitioned the front-end and back-end while also designing new and improved customer log-in and last-mile delivery "where's my order" features. Leveraging predictive insights, website tagging, and supply chain management to drive sales growth, TSG's comprehensive solution proved so effective that the company that acquired our client chose to implement TSG's best practices to enhance the effectiveness of their own e-commerce site.

TSG's Offering: Elements of Managed Solutions

Solution Development

We work with clients to develop an optimal project plan and execution strategy.

Building & Scaling Teams

We lead the team selection process and role alignment.

Service Delivery

We own engagement oversight and ensure you meet your deliverables.



Adobe Analytics



Digital Transformation



WebSphere Commerce Platform