CASE STUDY: ECOMMERCE STORE WITH VEHICLE IDENTIFICATION SYSTEM

CLIENT PROFILE

A leading US-based Auto Part Retailer with 5,147 stores in 47 states, **O'Reilly Auto Parts**, approached LeewayHertz with their idea to build an E-Commerce Store for automotive parts.

CLIENT REQUIREMENTS

The client wanted to ease the shopping experience to allow the buyers to purchase auto parts online. They needed a convenient web-based e-commerce platform that will enable customers to not only avail the doorstep delivery of the auto parts but also track the orders and request a pick up from the nearest store. Fast identification of the component required without any complex search queries was the biggest challenge to increase sales via mobile apps.
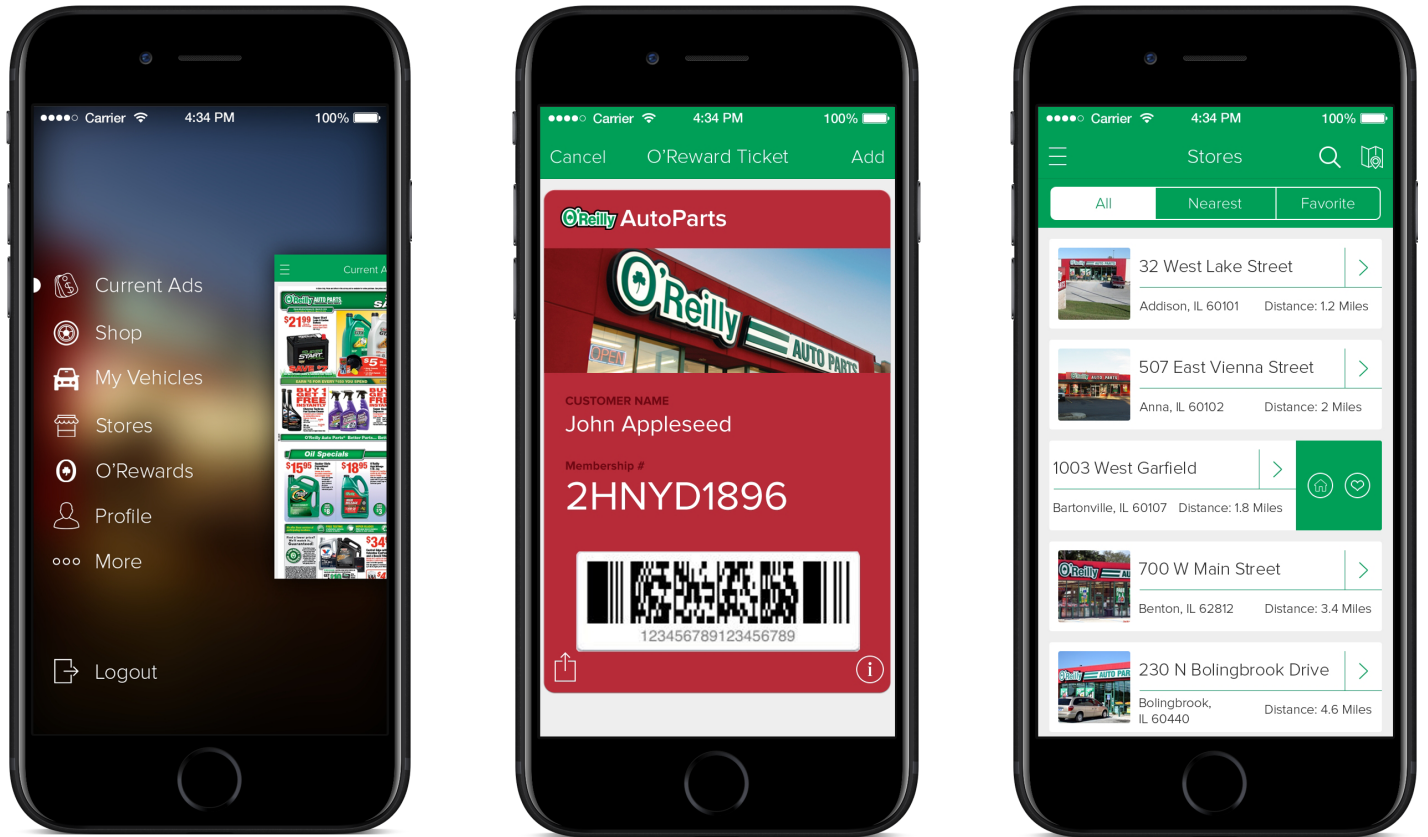
PROCESS

O'Reilly started the project with LeewayHertz in 2016. LeewayHertz initiated the project with visual and technical designs to receive early feedback from the client. To ensure that the e-commerce web and mobile application performs robustly, user experience testing was done with a targeted audience.

LeewayHertz created a robust, secure and scalable solution with the following interfaces:

1.   CMS for Admin and Store Manager
2.   Web Portal for End-users/Buyers
3.   Native Android and iOS App for End-users/Buyers

The digital solution helped the client to enhance ROI and gain momentum in the online revenue.

CHALLENGE

Digital transformation has become a basic need for enterprises to serve the needs of the customers. With innovation in ways to manage online retail in mind, the client believed that they need a revamped strategy for enhanced customer experience.

1. Large part SKUs made finding of correct spare part difficult.

2. No tracking of parcel generated several customer support requests.

3. Existing backend system was not compatible to the modern apps and architecture.

SOLUTION

Built microservices to handle various integrations with incompatible existing systems. Microservices worked in their silos to avoid any major upgrades or roadblock to the scalability.

Integrated a Vehicle Identification Number(VIN) Scanner which allowed the end customer to take a photo of the VIN number or bar code and identify the vehicle information. It made the search simpler. 40% people prefered taking a photo and rest 30% people entered VIN number manually. Remaining people still tried browsing the car model manually.

IMPACT

Since buyers can purchase the wide range of auto parts online using multiple filters, it built a new revenue channel for the company. Tracking the orders with the help of a unique track ID reduced the amount of support queries. Integration with the backend inventory and warehouse solution ensured correct real time stock information. A customized solution was built over cloud using microservices architecture and native front end apps.

New Revenue channel

Enhanced customer satisfaction with parcel tracking

Reduced the sales conversion time

Increased the scalability with Microservices Architecture

Allowing customers to browse products with ease

ABOUT O'Reilly AUTO PARTS

Founded in 1957 and headquartered in Springfield, O'Reilly Auto Parts is an Auto Parts Retailer, that offers automotive aftermarket parts, supplies, equipment, tools and accessories across the United States, serving both the professional service providers and do-it-yourself customers.

ABOUT LEEWAYHERTZ

Established in 2007 and headquartered in San Francisco, we are one of the first organizations to deliver a commercial app for the iPhone. Our team of Certified User Experience experts has designed and produced over 100 digital platforms for startups and enterprises.

Being an award-winning custom software development company, we have an expertise in delivering digital platforms within timely deadlines and fixed cost.

For additional information, contact info@leewayhertz.com and, visit www.leewayhertz.com