Synoptek

Magento Development Services Help a Toy Retailer Transform Business with Effective E-commerce Design

Customer: A leading toy retailer

Industry: Retail

Profile: The retail chain of children's toys offers a majority of the internationally reputed toy brands and their products that are a part of today's toy industry.

Services: Magento e-commerce

Business Need

The upscale retailer of children's toys specializes in imports from the United States, Europe, and East Asia. With multiple stores as well as several warehouses and distribution centers across Kuwait, the company manages a corporate website designed to showcase its broad range of internationally reputed toy brands and products.

However, with in-store selling, enhancing the brand's awareness and increasing reachability was limited. To better market toy products and enable customers to buy online, the retailer wanted to develop an e-commerce store. It wanted to provide an intuitive, easy, and comprehensive online shopping experience to customers through features such as secure shopping cart, order tracking, and billing and shipping integration, with hassle-free content management at the backend.

In addition to the goals listed above, the retailer had two major requirements: 1) They wanted to integrate the e-commerce website with existing Microsoft Dynamics AX system. The idea was to monitor and maintain one system instead of multiple systems to manage inventory updates, products, and customer information.

2) They wanted to develop a customized web portal that was responsive and followed the same theme as its existing corporate website.

The retailer approached Synoptek as the preferred technology partner to execute the e-commerce project.

Solution and Approach

After analyzing the needs and evaluating various e-commerce technologies, Synoptek came up with the suggestion of building an e-commerce store using Magento 2.1 (Community Edition). Synoptek developed an advanced and engaging Magento-based B2C e-commerce store for the retailer, which provides an improved shopping experience to its customers.

Magento custom theme development:

The e-commerce website was developed on a custom Magento theme based on the retailer's requirements. It has customized forms, filters, and modules, and follows the same theme as its existing corporate website. The website provides an enhanced user experience to customers who want to access it via any device. Scalar Vector Graphics (SVG) was used to create images, icons, and banners required for the website. The SVG touch makes the website fully scalable for zooming and panning.

Marketplace support with Arabic RTL (Right to Left):

To meet the retailer's requirement of support for Arabic language on the website, Synoptek implemented Magento Marketplace RTL (Right to Left).

Mega-menu implementation:

The website consists of a mega-menu that allows both the customer and the administrator to manage and display information, thereby optimizing navigation performance.

Customized sections:

Synoptek developed customized and eye-catchy sections, which include 'New products,' 'Hot Sellers,' and a 'Featured Collection.'

Gift finder:

Synoptek developed a feature that allows customers to automatically find gifts or desired products based on filters provided – color, age group, and gender.

Delivery method:

At the time of checkout, customers can choose between 'home delivery' option to ship the product to their address or 'click and collect' option to collect the order from a store of their choice.

Dynamics AX integration:

Synoptek configured seamless integration between the Magento website and existing Dynamics AX system, so the user/admin can communicate with the AX system in real-time and manage all operations from one platform.

Microsoft Azure configuration:

Synoptek, with its cloud expert team, performed Azure cloud configurations in order to improve the performance of the e-commerce website.

Multi-language support:

The e-commerce site supports two languages English and Arabic: English is the default language but the customer can also switch to Arabic language, if required.

Payment:

The newly developed website allows customers to pay for the order via debit card, credit card, as well as cash on delivery. Magento 2 KNET payment was implemented to accept credit card payments in Magento.
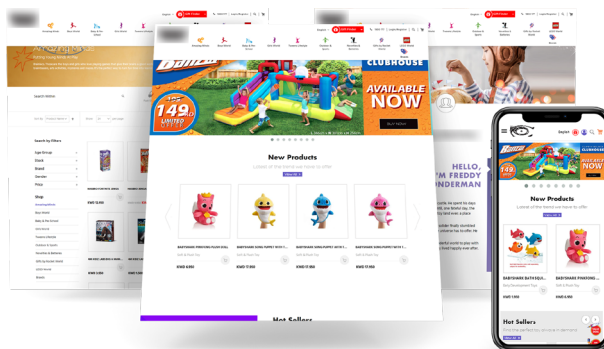
Business Results

Synoptek's Magento services helped the toy retailer develop a responsive e-commerce website, offering customers a rich and engaging experience across all devices. This engagement resulted in several business benefits:

- The sleek user interface of the e-commerce website ensures that customers get a seamless and smart experience from start to finish.

- The use of SVG ensures that the website offers a hassle-free experience to customers. Images, icons, and banners are developed to be stretched and compressed without losing their quality and they don't look blur on devices with high pixel density, making the website responsive across any device and browser.

- Customers have the flexibility to select individual products or a pre-defined package.

- The 'search by product and type, price, date, and chronological' sorting along with an intuitive shopping cart, an easy checkout process, and an order-ID based tracking enables a smooth and seamless shopping experience.

- With the gift finder functionality, customers have the luxury of narrowing down choices based on their preferences.

- The easy-to-use backend content management system allows retail staff to manage the website efficiently.

- Magento-AX integration ensures customer information can be accessed quickly, which enables easy pricing, order fulfillment, and customer service. Product update is automatically reflected across Dynamics AX ERP or Magento platform when the other system is updated.

- New product additions are also reflected across the other system, which allows the retailer to start selling without any delay.

- Inventory level is automatically updated, regardless of the origin of the sale – enabling the retailer to always have an accurate inventory count.

- All orders are automatically synchronized between the Dynamics AX and e-commerce website, enabling the retailer to scale business by further automating the order fulfillment process while providing customers with a superior shopping experience.

The toy retailer's decision to invest in online business has proved to be a major contributor to the brand's popularity. Synoptek helped the toy retailer re-implement the Dynamics AX solution. This implementation helped the client enhance its business processes and increase sales. By improving and optimizing the online shopping experience with the implementation of an efficient and scalable technology solution, Magento, the retailer is paving the way for multichannel growth.

About Synoptek

Synoptek is a global systems integrator and managed IT services provider, offering comprehensive IT management and consultancy services to organizations worldwide. The company works in partnership with clients of all sizes – from mid-market to Fortune 100, and for over two decades, its focus has been to provide maximum business value to its clients, by enabling them to grow their businesses, manage risk and compliance, and increase their competitive position. Synoptek is committed to delivering improved business results and unmatched service to every client, every time.

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