



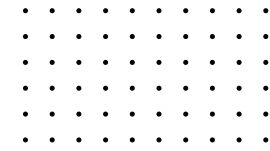
IMPLEMENTING **WOO** **COMMERCE**

For

HARDWARE

COMPANY





CLIENT PROFILE

Our client is one of the largest mid-sized hardware industry companies specializing in premium hand tools and cue sports home improvement hardware. They also have a wide range of tools, catering to the DIY and contractor markets from hand tools to genteel machines. Having been part of the market for more than 10 years, the Company had a customer base but was looking for a unique value proposition to become a player in the e-commerce domain.

Current landscape

The client's legacy e-commerce platform was outdated, slow, and not optimized for mobile. Inventory had to be managed and orders had to be processed manually, which led to errors and inefficiencies.

PROJECT BACKGROUND

Like every other operation, the client does their business manually. Although they deliver quality parts, their processes are not automated which has resulted in multiple inefficiencies. It becomes a challenge when it comes to managing inventory, fulfilling orders, and delivering, as keeping track of stock levels, orders, and deliveries becomes a difficult task with these manual systems. These challenges grow with the company.

Technology We
used

**WOOCOMMERCE,
ZOHU INVENTORY**

Industry We
Served

HARDWARE

Region

UNITED KINGDOM

CHALLENGES FACED BY OUR CLIENT



INCORRECT STOCK LEVELS

Manual tracking and record keeping can result in discrepancies and incorrect representations of stock levels.



SLOW ORDER PROCESSING

Manual inventory management creates a problem of order processing many times, and employees struggle to check the availability of the stock which delays customer order fulfilment.

CHALLENGES FACED BY OUR CLIENT



ORDER FULFILLMENT PROCESS

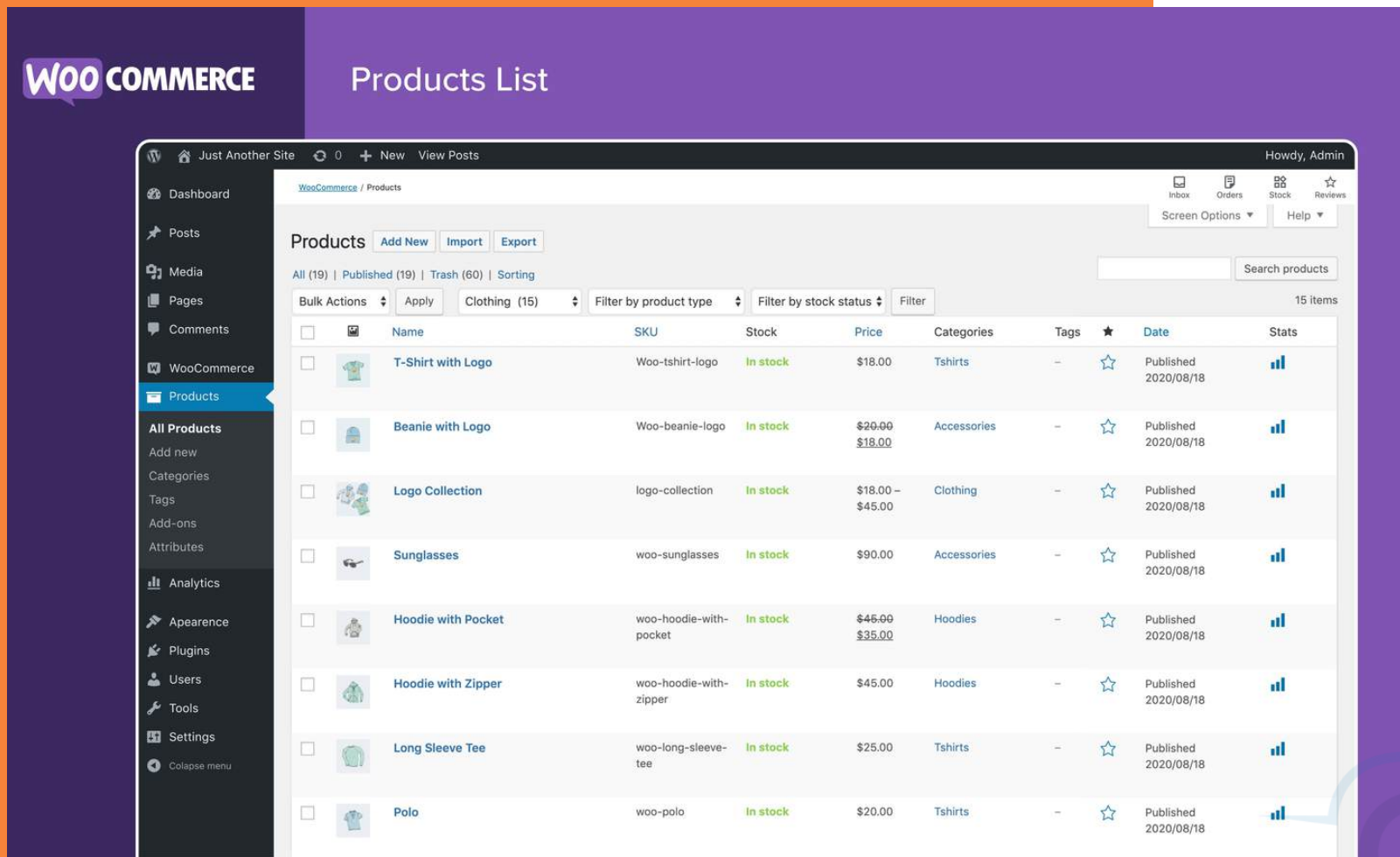
Accurate inventory records can lead to fulfillment errors such as sending the incorrect product or wrong quantities, which can result in customer satisfaction and returns.



LACK OF SALES ANALYSIS

They found it hard to analyze the sales and trends on a manual process and this led them not to forecast the accuracy of demand in the future for the business

Solution Proposed

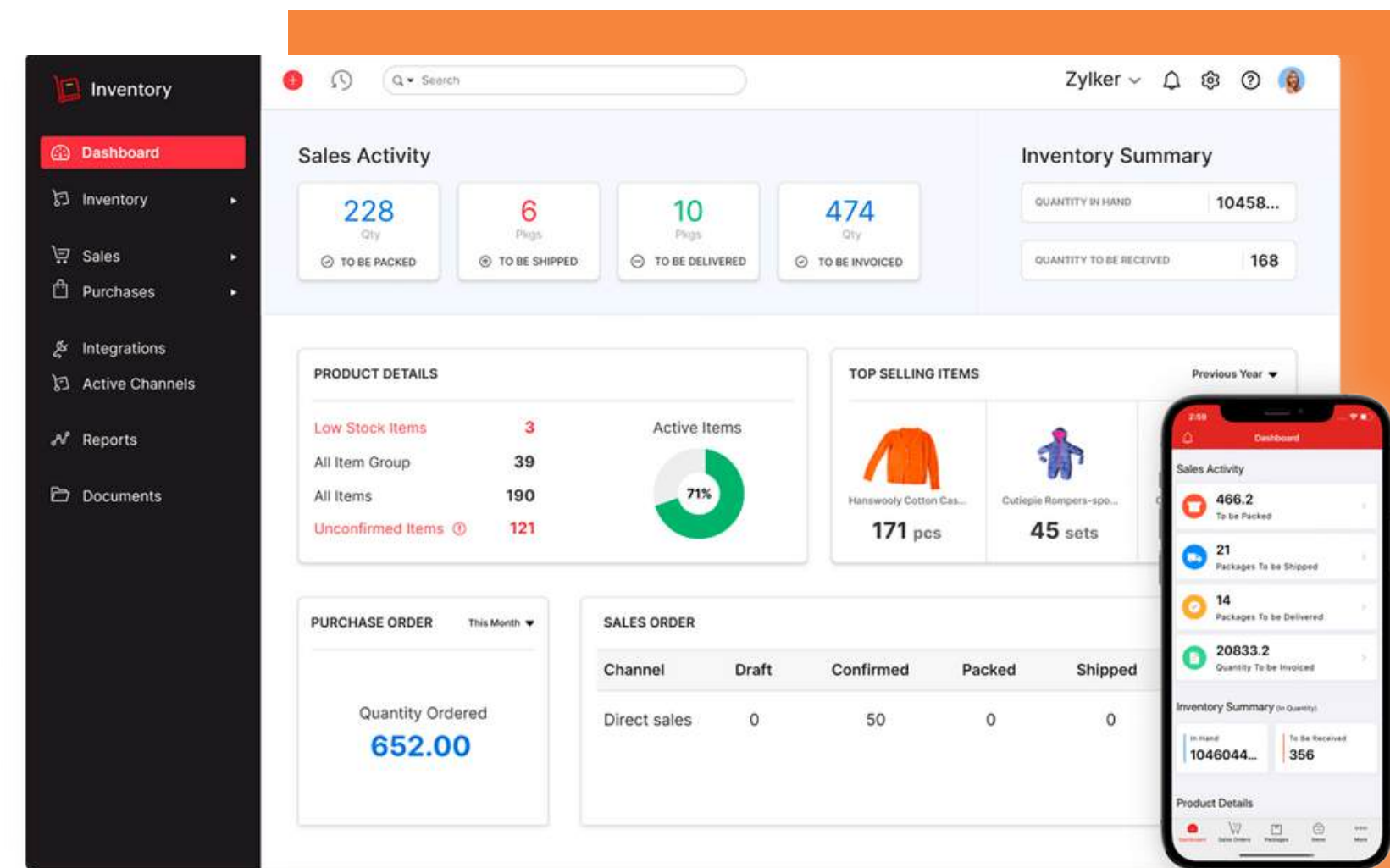


WooCommerce Implementation

Our experienced developers Implemented WooCommerce and developed the website on WordPress. Plus, We added woocommerce integration with Zoho Inventory and the items of Zoho inventory get synced with woocommerce products and categories so after purchasing on the website, it got synced with Zoho inventory sales order.

Zoho Inventory Implementation

Our organization successfully implemented the Zoho Inventory for the enhancement of its operational capabilities. This all started with setting up Zoho Inventory accounts and API keys. We invested extensive effort in choosing and configuring a perfect connector plugin for our WooCommerce that integrates with Zoho Inventory. It facilitates real-time data exchange, ensuring that essential information product information, stock levels, and order status are seamlessly updated across both platforms.



Solution Proposed



ZOHO Inventory +WooCommerce

Our developer efficiently did Zoho Inventory Integration with WooCommerce. Real-time sync in this integration keeps their stock levels correct, hence reducing chances of overselling or stockouts. It has made their order fulfilment process more organized by reducing delays and increasing efficiency. Their customers have access to more transparent and reliable shopping. That's not all; automating tasks like product information synchronization and order processing has minimized manual errors and enabled their team to concentrate on strategic facets of their business.

A screenshot of a web interface for setting up Zoho Inventory integration with WooCommerce. The interface has a teal header with 'Setup Connection' and 'Create Feeds' buttons. Below the header, the text reads 'Getting started with Zoho Books and Inventory for WooCommerce' and 'Connect your Zoho Books and Inventory account'. There is a toggle for 'Use Global App' which is turned on. A 'Zoho Domain' dropdown menu is set to 'India (in)'. A 'Choose Product' dropdown menu is set to 'Both' and is highlighted with a red box. At the bottom, there is a blue 'Login & Authorize' button.

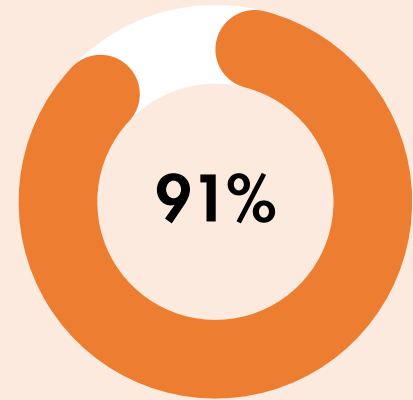
Responsive Design

We have made Shopify website fully responsive for mobile and desktop users, providing an optimal customer experience across different devices.



RESULTS

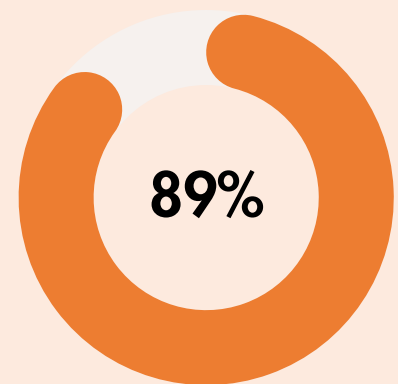
These key performance indicators help evaluate the company's performance across various areas, guiding decision-making and driving continuous improvement efforts.



Increase in Lead Generation



Minimize Manual Work



Improved Data Synchronization in Real-time



Positive Customer Response



About CRM Masters Infotech

ENABLING GROWTH THROUGH
DIGITAL TRANSFORMATION

We are a CRM consultant company, Known as the Zoho Premium Partner. With over 8 years of experience and more than 2000+ successful projects, we have a proven track record of helping businesses optimize their workflows and boost growth. Our team of 75+ expert developers specialize in delivering top-notch CRM integrations, and tailored business solutions to meet our client's needs. If you've faced challenges with a non-responsive CRM system, CRM Masters will customize it to meet your specific needs, ensuring sales and revenue growth.



LET'S TALK & FIND YOUR SOLUTION



EMAIL ADDRESS

info@crm-masters.com



PHONE NUMBER

UK:- +44 20 4578 1518 USA:- 1800-673-0918

India:- +91 9810824033

Schedule an Appointment



OFFICE LOCATION

**529-532, Fifth Floor, Vipul Trade Center,
Sector 48, Gurugram, Haryana 122018**

