

# Composable Commerce

Empowered a mid-size e-commerce retailer to provide seamless, scalable, and personalized shopping experiences for its consumer:

## Client Overview

A mid-size fashion and lifestyle e-commerce retailer offering exceptional digital experiences via web, mobile apps, and modern APIs

## Key Objective

Enabled flexibility, scalability, and superior customer experiences with a composable commerce framework featuring Headless APIs, PWAs, and robust inventory management

## Digital Technologies



Salesforce Marketing Cloud



Adobe Experience Manager (AEM)

## Business Challenges

- **Rigid Legacy Systems:** Monolithic platforms hindered the ability to scale and adapt to new customer demands
- **Fragmented Experiences:** Inconsistent user journeys across web, mobile, and other touchpoints led to reduced customer satisfaction
- **Inefficient Inventory Management:** Manual processes caused delays, stockouts, and overstock issues, impacting profitability
- **Limited Personalization:** Lack of tailored interactions resulted in lower engagement and conversion rates

## Solution

- **Headless API Framework for Scalability:** Implemented a headless commerce architecture using **Adobe Experience Manager (AEM)** and **CommerceTools**, enabling seamless front-end and back-end integration for scalable, adaptable shopping experiences
- **Enhanced Web and PWA Experiences:** Developed Progressive Web Applications (PWAs) with **React**, integrating Headless APIs for fast, engaging, and offline-capable web shopping experiences, ensuring smooth performance even in low-connectivity areas
- **Mobile Apps for On-the-Go Shoppers:** Built intuitive mobile apps with **Flutter**, enabling seamless, user-friendly shopping experiences across multiple platforms, enhancing engagement and accessibility anytime, anywhere
- **Real-Time Product Inventory Management:** Implemented **Zoho** Inventory to automate stock tracking, manage levels efficiently, and reduce stockouts, helping mid-market retailers streamline operations and ensure timely order fulfillment
- **Personalized Commerce Experiences:** Utilized **Amazon Personalize** and **Salesforce Marketing Cloud** to offer personalized product recommendations and promotions, boosting engagement and conversion by catering to individual customer preferences in real time.

## Benefits

- **50%** Faster Time-to-Market
- **40%** Growth in Mobile Transactions
- **30%** Reduction in Inventory Holding Costs
- **25%** Boost Customer Satisfaction
- **35%** Higher conversion Rates

[marketing@accuratecg.com](mailto:marketing@accuratecg.com)

US - (+1) 214 717 4561

IN - (+91) 91331 81181