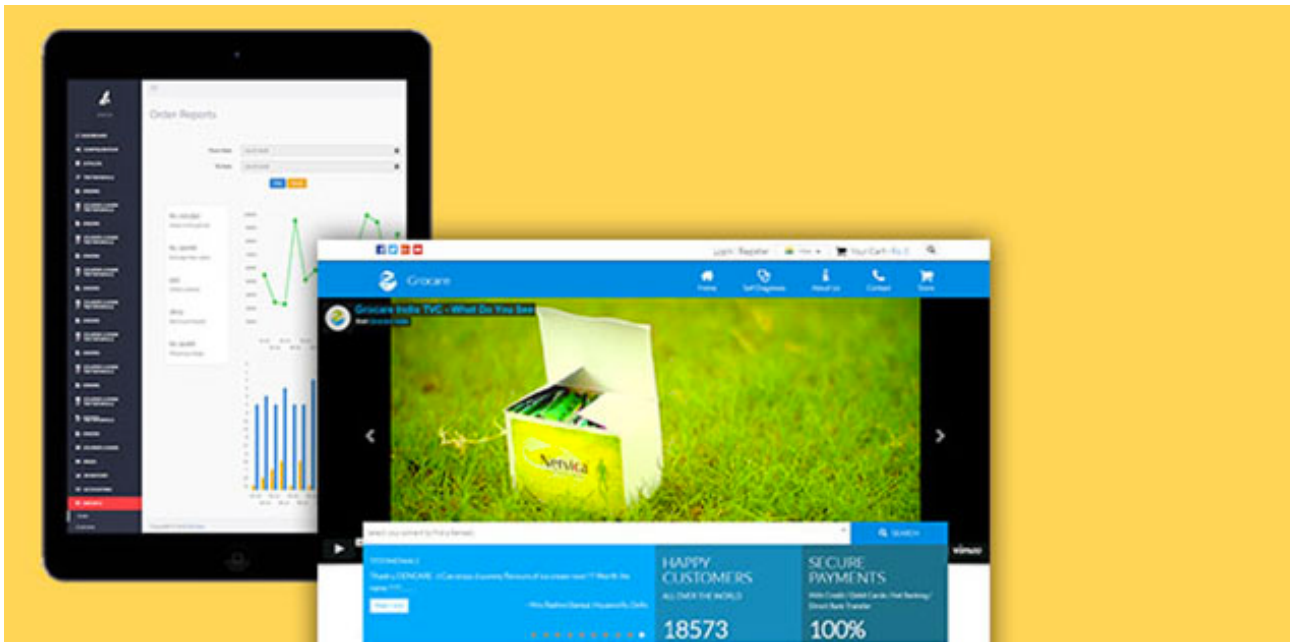


Redefining Grocare's online selling platform



Opportunity & Challenge

GroCare is one of the leading solution providers for Chronic lifestyle disorders. Grocare India has positively influenced the lives of thousands of individuals all over the world. In its 3rd generation, the enterprise has engaged all its resources in developing effective yet cost efficient solutions for Online Platform.

This client put his trust in us since day 1. The owner knew we would work extremely hard to make sure that we are not only hitting the goals, but exceeding it.

Solution

UMM took charge of the project on the beginning of Feb'16 and the website needs to GO Live before 1st week of April'16. Our Team made sure things are documented and set the base proper for the developers to pull it off in short duration. A Customer Retail-Healthcare e commerce store with Backend was developed completed from scratch. The website have feature loaded Analytic engines like Clever Tab, Google Markups for Order Fulfillment, Integration with courier and logistics vendors for easy shipment process. Domestic and International payment gateways..

Approach

Building a custom e-commerce platform with all the robust technologies and highly skilled professionals. Bespoke UI and UX has to be defined and designed to speak about the brand and its legacy. Responsive and compatible Frontend with all the eComm features. A custom backend to be in sync with the current operational practices of GroCare will make the business run smooth and management can concentrate much on the marketing activities and product research.

Outcome

With help of UMM in launching the revamped website GroCare able to conquer newer international markets. Average Sales per day is increased by 15X and almost 2000+ returning visitors every day. 1,500+ happy and satisfied customers.