



CASE STUDY

Building Trust with Your Customers
is Key to Long-Term Loyalty | SSC

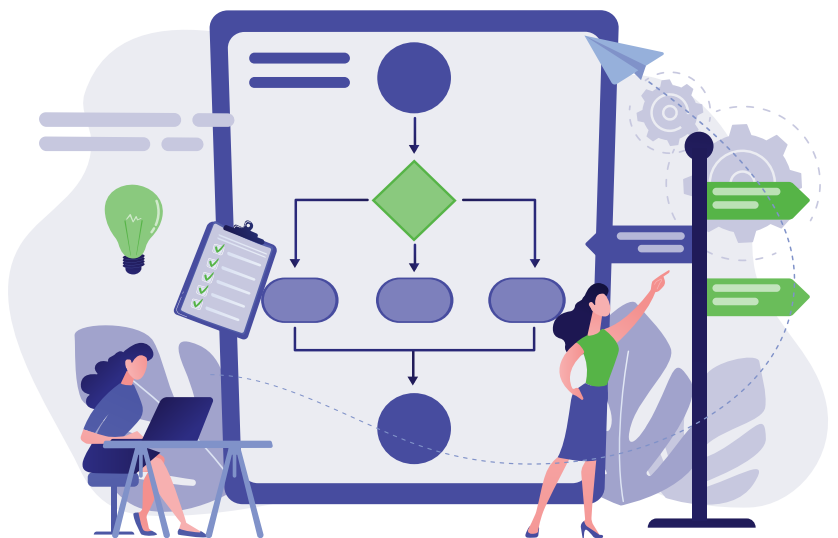
Try
Karo Kuch
Different



Customer trust is the key to a successful business which is earned when companies fulfill their commitments and deliver what is promised, proficiently. Providing an enhanced customer experience gains their confidence and long-term loyalty. Service Sales Corporation (Pvt.) Limited (SSC) is a reputable shoe-manufacturing company serving its customers at their best in the retail industry since 1954. It is working via multiple sales channels such as NDURE, Shoe Planet, and Soloto. These brands are the favorite of many and to live up to customer expectations, high quality must be assured along with effectual customer service whether it is a physical or an online store.

Major Problems

SSC pays major focus to its organizational values so that every aspect of business can be handled effectively. Whether it is product design or entertaining customers through high-end services, it struggles to maintain its reputation as a market leader. However, the company soon felt a need to automate the complex business management system so reliable and accurate data reporting is obtained to streamline workflow.



Problems They Narrate

*"Our multiple brands dealing and inventory sharing compel us to search for a system that automates our business management procedures. We are entertaining our customers through nearly 400 retail stores and 1000 retailers working independently all across Pakistan. Tackling such huge data needs efficient monitoring. A delayed reporting system has slowed down order fulfillment tasks **and affected customer satisfaction rates**. To pull ourselves out of these issues we direly need an omnichannel platform that could give us deep insight into our inventory and sales channels operations at a single glance. A system that saves us time by optimizing business operations and streamlining workflow through automation"*

Ginkgo Retail Resolved the Problems

Ginkgo Retail helps SSC build trust with customers by accelerating order fulfillment processes. It aptly controls inventory management operations and provides **multiple sales channel** management. It drives data from various sales platforms and presents it in a single report for easy and quick analysis by the company. Ginkgo resolved issues by providing the following services to SSC:



01

As converging data to a single point for quick analysis by SSC was much needed. **Ginkgo served them as an omnichannel** to gather important data and present it in a unified report reducing the effort of switching between various systems for data analysis.

02

Ginkgo added efficiency to work by removing the communication gap between employees and giving them better visibility into required data. It makes sure **real-time data reports** are available to everyone involved in order fulfillment tasks for quick responses.



03



SSC is working through multiple brands, meaning multiple inventories must be managed. Ginkgo with its **efficient inventory management system** consolidated data from all the inventory channels to a single point giving a strong hold over inventory operations.

04

SSC benefits from Ginkgo's **BI reporting feature that empowers their major business** decisions through accurate forecasting on the grounds of data obtained. It helped them build useful business strategies by analyzing data from the order fulfillment cycle.



05



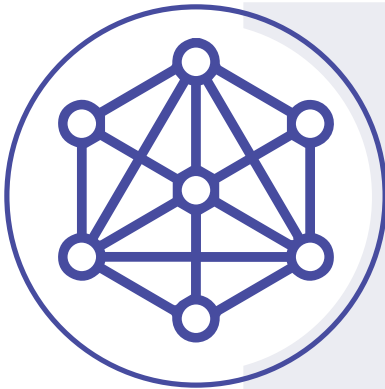
The logistics management system offered by Ginkgo **speeds up the transportation of goods**. It picks the most appropriate means of transportation by analyzing package specifications and the distance it has to be transported. Fast deliveries increase the customer satisfaction rate by 80%.

06

Ginkgo automates the order fulfillment journey and **eases the handling of immense orders** which was hard to track manually. Now the company could focus on other significant tasks despite spending much time on operational tasks.



07



Managing sales data via various channels is a big challenge for any business. Ginkgo with its **multiple sales channel management module** caters to this problem. It converged data from various sales points to a single podium so the company can have an eye over sales activities across all the channels to monitor business productivity.

Satisfied Client



Our manual hassle is reduced and the order fulfillment rate increased by 70% with the implementation of Ginkgo in our business system. In the past month, we achieved the highest number of sales specifically during blessed Friday. Our much-pondered queries about order management and inventory management have been resolved by Ginkgo. Customers can have a look at real-time inventory status. Now we can deliver orders efficiently and on time which gains customer loyalty and build their trust in our brand. We gained what we needed most, i.e. a higher number of sales and a reduction in order return ratio by 85%. We highly recommend Ginkgo as it optimized our overall e-commerce journey.



Ginkgo

Find out how Ginkgo can benefit your business.

Book a Demo at www.ginkgoretail.com/book-a-demo/