



CASE STUDY

Audionic: An Electronic Brand defined as the
Marvels in Business Automation

Established in 2002, Audionic is a well-reputed electronic brand in Pakistan facilitating its customers with the best audio products for the past 20 years. It is a treat for music lovers who can enjoy highly fashionable and durable audio products within their budget. The Audionic team never compromises their quality nor afford to lose a single customer thus struggles through thick and thin to attain customer satisfaction via good services.

PROBLEMS FACED

To gain customer satisfaction, serving them well is the condition. It brings in customer loyalty and gets a good reputation in the business world. A major focus of Audionic is to please its customers with innovative products for which they strive to optimize its services providing better than the best each passing day. The brand tested many management systems to get the wanted hold over its workings. They didn't find a compatible system as anticipated, that could automate their management operations and help ensure high-end customer services.



ACCORDING TO THE CLIENT



“Customer contentment is our immediate goal. We believe that a happy customer helps grow a healthy business. To achieve this, business automation was our immediate demand through which we want to maintain an effective management system that works efficiently delivering parcels to customer’s doors timely. A strong hold over business operations was required to serve customers beyond their expectations. Further, we wanted a well-designed system that is highly customizable and could easily fit into our business structure that fulfills our e-commerce needs.”



GINKGO RESPONDED TO THE CHALLENGES

Ginkgo Retail looked after Audionic's whole order journey from production to successful delivery. It assisted in monitoring order fulfillment, inventory, warehousing, order tracking, logistics, billing, and invoicing tasks. The generation of reliable and accurate data reports via automation enhances work efficiency. Moreover, Ginkgo provided omnichannel converging data from multiple channels to a single podium for stress-free analysis by merchants. Ginkgo helped Audionic in various ways such as:

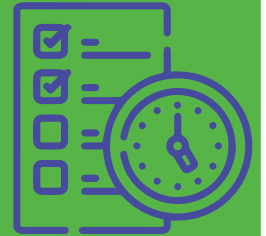


01

On the brand's behalf and with predefined terms and conditions, Ginkgo selects the best courier service for product delivery. This is how **Ginkgo managed logistics operations, speeding up delivery procedures** which reduced customer complaints by 75%.

02

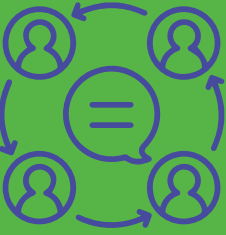
The inventory management module offered by Ginkgo provides real-time inventory updates. In this way, the brand and its customers can trace the order along the whole journey. Notifications are automatically sent to customers regarding their parcel status which has enhanced customer satisfaction rate by 73%



03

BI reporting system helped to get predictive analysis which is important for taking significant business decisions for a better future. This specifically worked in increasing sales rate by 80% as a brand could have better insight into inventory status. The stock-out issue was resolved by Ginkgo because most wanted stock can be replenished before it finishes.

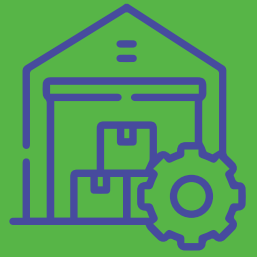
04



The working efficiency of employees is enhanced because the communication barrier is removed among the team. Ginkgo makes useful data accessible to all the team members engaged in order fulfillment tasks so they can take action without a delay. Everybody is notified of the order status at each step of the order cycle.

05

Ginkgo has provided highly customized features that are molded according to the brand's needs to fit its business module effectively. For example, the warehouse management system by Ginkgo enhanced Audionic's warehouse processes. The brand is informed of every step whether it is order picking and packing or successful delivery to the customer's door.



06



High-end accuracy is ensured in billing and invoicing which has reduced unwanted losses.

Ginkgo Retail saved time and money for Audionic through system automation. A single person is now sufficient to monitor the reporting system while the spare workforce is invested in more productive tasks. Work processes are fastened up and business cost is reduced.

GINKGO RESPONDED TO THE CHALLENGES

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We have been with Ginkgo Retail for the past two years. The content management system we were using was much more efficiently maintained by Ginkgo and the requirements we have, Ginkgo fulfilled. We experimented with a few local management system providers in Karachi and tried some of Ginkgo's competitors in Lahore, but to fulfill our business requirements and handle the content management system we were using, Ginkgo suited us best. Order lead time improved as we can deliver products in a single day. BI reporting by Ginkgo automated the whole system letting us observe our business performance such as courier and customer care under one umbrella. It was very helpful in our overall e-commerce journey and enhanced work efficiency by 80%. The journey is great so far and we are expecting great things to come in the future as well.

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Ginkgo 

Find out how Ginkgo can benefit your business.

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