



CASE STUDY

This is how Ginkgo's Omnichannel Solution empowers via Inventory Automation and efficient OMS, giving a **60% boost to ECS sales.**

System automation is an effective solution to boost business performance, specifically automated inventory and order management which helps increase sales. An integrated order management system, coupled with an omnichannel solution and automated inventory management, streamlines operations, enhances customer experience and ensures timely product availability, collectively driving sales growth and customer loyalty. ECS is a shoe brand that started in 1954 as a small local business and gained much popularity. The comfort, durability, and style it provides are dear to its customers. Now it has developed multiple stores all around Pakistan with an online presence that makes purchases easy for its customers.

PROBLEM STATEMENT

ECS is committed to empowering its business management system and serving its valued customers in the best possible way. The brand is continuously striving to incorporate modern technology and tools to bring innovation and efficiency. The sales rate cannot be increased unless customer satisfaction is achieved through good services. Therefore with the rapidly growing business, ECS felt it necessary to adopt an omnichannel solution and embrace technology that automates processes such as inventory and order management to overcome growing challenges.



ACCORDING TO THE CLIENT

"We value our customers and their satisfaction is our priority. Maintaining good product quality and providing high-end services is our objective. As our business expands, new challenges upsurge. Keeping track of huge customer data and fulfilling customers' needs timely was our focus which was getting tougher with every passing day. We were losing many of our potential customers because instantaneous inventory updates were missing and we couldn't replenish inventory timely to meet the customers' demand. Switching between different channels to gather useful data was hindering order fulfillment procedures. In a nutshell, we require a system that automates our business management, collects real-time data within no time, and gives error-free, accurate, and reliable reports on a single dashboard. A system that brings in efficiency to improve customer experience and increase sales"

ECS



STEP INTO ELEGANCE

HOW GINKGO RETAIL RESOLVED ISSUES

Ginkgo Retail provided an omnichannel solution, automated inventory and serve ECS with its best order management system to improve customer experience and give a drastic boost to sales.

It worked as an **omnichannel solution**, gathering data related to inventory from ECS's multiple retail stores to a single point for easy analysis. ECS can now actively handle inventory operations, ensuring a high sales rate. Ginkgo brings in the following benefits to ECS:



Saves Time & Extra Effort

Saves time and extra effort to switch between various channels for data evaluation.



Data Reports Are 95% More Accurate

Ginkgo's inventory automation has connected all inventory that is available at all POS, ERP, and physical stores and made it available at e-commerce stores. In this way, all stores are acting as e-commerce warehouses and stock movement is minimized which boosts overall sales. Also, it decreased human error chance of overbooking. **Data reports are 95% more accurate than before.**



Accuracy to Inventory Management Operations

Business efficiency is enhanced by **25%** as it brings **99.4%** accuracy to inventory management operations. **0.6%** is a scope of human error that cannot be denied.



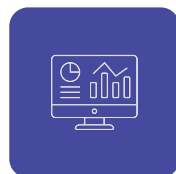
Reduction In Order Cancellation

Due to inventory stockout reduction the cancellation rate is now reduced to **99.5%** so the brand is getting more revenue than before and now they can invest that amount to enhance their operational output.



Real-Time Inventory Synchronizations

Ginkgo ensures good profitability by providing **real-time inventory synchronizations** that are quite helpful for ECS to make instant adjustments and resolve issues timely like stock outs or overstocking.



Highly Customizable Dashboard

Easy to handle and **highly customizable dashboard** helps mold the system according to their specific business needs as it progresses and expands.



Reduced The Manpower

Ginkgo also **reduced the manpower** dedicated to data collection tasks which saves money and time because inventory is automated.

Ginkgo's order management system automated ECS's order journey, boosting monthly order fulfillment rates by 40%. A single dashboard now tracks orders from placement to delivery, simplifying and streamlining business processes. Ginkgo offered the following features:



Order verification

Order verification is accomplished automatically through various communication channels like IVR (Interactive Voice Response), SMS, and email. .

Ginkgo's Order-Splitting



ECS benefits from Ginkgo's **order-splitting feature**, enabling the division of parent orders into child orders. This enhances warehouse management and facilitates efficient deliveries.

Ginkgo's Order Allocation



Ginkgo's automated order allocation, where orders are smartly assigned to couriers based on nearby delivery areas of the shipper's address, creating a seamless and efficient process.

Happy Clients



"With Ginkgo's integrations, we achieve seamless automation of inventory and order management, resulting in a substantial sales increase of 40% to 60%, along with enhanced customer satisfaction. The high standard inventory details with 90% accuracy increased our return on investment (ROI) and reduced business costs by 10%. Knowing areas where you lack is essential for development which Ginkgo helps us to track. The omnichannel feature consolidates valuable data onto a single dashboard, allowing swift identification and prompt resolution of operational challenges for maximum business efficiency. We said goodbye to out-of-stock and overstocking issues since Ginkgo assisted in managing them well. Ginkgo lets us reach customers' minds, we can now better comprehend customers' demands which lets us stick to our promise of providing good quality products and customer service. Fast deliveries and an increase in monthly order fulfillment rates let us maintain a good percentage of happy customers. We highly recommend Ginkgo as it is a powerful booster to the business system."



Find out how Ginkgo can benefit your business.

Book a Demo

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