



Elevating Jockey.in: E-commerce Excellence Realized

Scope

Website Optimization
Conversion Boost
Performance

Industry

E-commerce
Fashion Retail
Shopify Platform

Use Case

Conversion
Engagement
CRO Audit

Tools Used

Google PageSpeed Insights
Lighthouse
Google Tag Manager



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The Challenge/ Problem

Jockey.in faced operational inefficiencies due to a cumbersome custom system, struggling with complex integrations, data migration challenges, and the need for an improved user experience across their e-commerce platform



01

Legacy System Limitations: Existing custom system was inflexible, hindering quick adaptation to market changes and efficient feature implementation

02

Complex Integration Requirements: Seamless integration of diverse third-party services (CRM, ERP, payment systems, loyalty programs) posed significant technical challenges

03

Data Migration Complexity: Meticulous planning required to manage vast product catalogs and historical order data while ensuring data integrity and security

04

User Experience Overhaul: Balancing visually appealing design with user-friendly navigation and maintaining site speed across devices was critical

Client Overview

Jockey, a global leader in comfort apparel, partnered with Seventh Triangle Consulting to revamp their e-commerce platform, Jockey.in

Jockey is a leading manufacturer and marketer of comfort apparel sold in more than 140 countries around the world.

The company is committed to quality, comfort, fashion, innovation and value. As Jockey grows and sophistication, the simple commitment to serve its consumer's need for comfort continues to be the brand's hallmark. Partnering with us at Seventh Triangle, the goal was clear: migrate from a cumbersome custom system to Shopify Plus, setting the stage for unparalleled growth, operational efficiency, and customer delight. Spanning five months, this project marked a milestone in digital innovation for Jockey India

Source: Jockey.in website



Key Findings

"Our collaboration with Jockey.in on this transformative project exemplifies our commitment to driving digital innovation and delivering tangible results."

- Sushant Gupta, Co Founder, Seventh Triangle

1. **Design Complexity:** Creating visually captivating designs that align with Jockey.in's brand identity while ensuring user-friendly navigation
2. **Data Deluge:** Use of SEO data migration, Managing vast product catalogs and historical order data seamlessly, without compromising performance or security
3. **Integration Maze:** Integrating diverse third-party services like CRMs, ERP, Custom Payment Aggregator, Employee Reward Program, Customer Loyalty Program, Logistics & Shipping Management system and Inventory management system seamlessly into the Shopify Plus ecosystem
4. **Need for Customer-Centric Approach:** Ensuring a smooth transition for customers, maintaining site speed, and optimizing user experience across devices



Vinculum & Kapture Integration

Custom Integration

The use of System Integration to seamlessly connect diverse tools and for custom developments, ensuring efficient operations and enhanced customer experience



Inventory and Order Management

- Enable Omni Channel retailing and keeping inventories upto date
- Manage order fulfillment - Multiple warehouse at one place

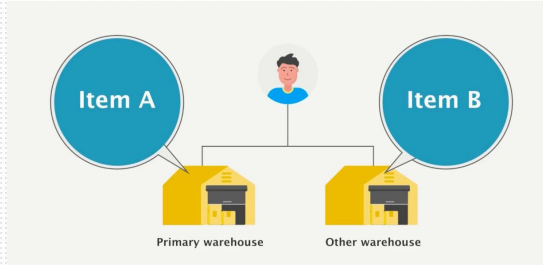


Empower your customer

- Provides 360° After Sales Support Automation -
- Helps fetch product, customers, and orders information

OmniChannel Order Routing & ClickPost API

Custom Integration

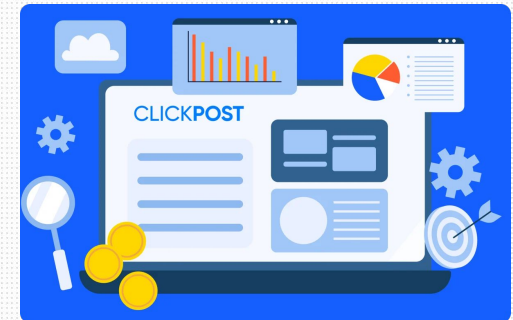


Order routing creating an Omnichannel experience

- Route orders to Jockey's Bangalore or Gurugram warehouse based on shorter delivery time.
- If the preferred warehouse can't ship the entire order, the customer can choose single or multiple shipments.
- Selecting multiple shipments splits the order, with most items sent to the preferred warehouse and the rest to the second.
- Orders from different warehouses can also be pulled separately in the OMS

Serviceability & Estimated Delivery Date via Clickpost APIs:

- We use Clickpost APIs to check real-time serviceability from both warehouses and proceed only for serviceable locations.
- Displays real-time delivery estimates from both warehouses at checkout to enhance the customer experience.



Employee Discounts & Cashback with Payzapp

Custom Integration



Employee Discounts via HR Mantra

- Jockey employees' data is identified through HR Mantra using their mobile numbers or email IDs
- Employee onboarding and offboarding updates are made daily in Shopify using the HR Mantra APIs
- Discounts are given to employees through Shopify

10% Cashback on HDFC Credit/Debit Card & PayZapp Wallet

- When a customer comes to Jockey's website from the HDFC Smart Buy website, we show them a payment gateway with selected payment options.
- In this gateway, the payment is only allowed through HDFC Credit/Debit Card & PayZapp Wallet, which offers a 10% cashback benefit.



Gift Cards & Vouchers

Gift Cards & Vouchers via Vouchagram, Qwikcilver, & Accentiv

- 3rd party gift cards and vouchers have been integrated with Shopify through a custom app, which leads to an increase in sales.

Use Shopify Gift Cards via Magicpin Referral

- Jockey Team distributes the Shopify gift cards in the Magicpin referral campaign.
- The user can only apply this gift card if they come to the website through the Magicpin referral link.

Custom Integration



Gupshup APIs Integration

OTP Based Login via Gupshup APIs:

- A custom app is created for OTP-based login.
- In this, Gupshup SMS APIs are being used to send OTP to the customer.

Transactional WhatsApp messages & SMS via Gupshup APIs:

- Using Gupshup APIs, we send WhatsApp messages for order confirmation, shipment confirmation, out for delivery, order cancellation, order return, and order refund events.
- When a checkout is abandoned, a WhatsApp message is also triggered for the customer.

Custom Integration



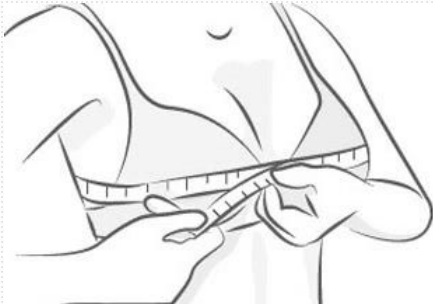
ROAS-based product display and bra size calculator

Custom Integration



Show Products Based on ROAS via Google Analytics

- We extract top-selling products from Google Analytics and sort them to display on the website through a custom app



Bra Size Calculator using Shopify Metaobject

- Underbust & Overbust data mapping is stored in the metaobject
- Bra size calculator based on the user inputs & data mapped in the backend.
- This page gets a lot of sessions for the bra category

Our Approach

"Our strategic approach focused on understanding Jockey.in's vision and crafting tailored solutions that not only met but exceeded their expectations."

- Deep Chakraborty, Head – Projects, Seventh Triangle



Strategic Planning

- Conducted in-depth analysis of Jockey.in's objectives and pain points.
- Created a detailed roadmap outlining tasks, timelines, and resource allocation.



Design Excellence

- Crafted designs through iterative process based on user feedback.
- Ensured responsive design for optimal user experience across devices.



Seamless Integration

- Introduced third-party services into Shopify Plus ecosystem.
- Optimized performance and functionality of integrated systems.



Rigorous Testing and Support

- Conducted thorough testing phases to identify and rectify issues.
- Provided proactive post-launch support and continuous monitoring.

Our Solution

“Navigating the complexities of design, data migration, and seamless integrations was a thrilling challenge that pushed our team to innovate and excel.”

- Vikas Chauhan, Chief Technology Officer, Seventh Triangle

Strategic Planning

- In-depth analysis of Jockey.in's objectives and pain points
- Creation of a detailed roadmap with tasks and timelines
- Resource allocation for efficient project execution



Design & Integration

- Crafting captivating, responsive designs based on user feedback
- Seamless integration of third-party services into Shopify Plus
- Optimization of performance and functionality across the platform



Data Management

- Meticulous migration of historical data to ensure integrity
- Implementation of robust security measures for data protection
- Efficient handling of vast product catalogs and order histories



Quality Assurance & Support

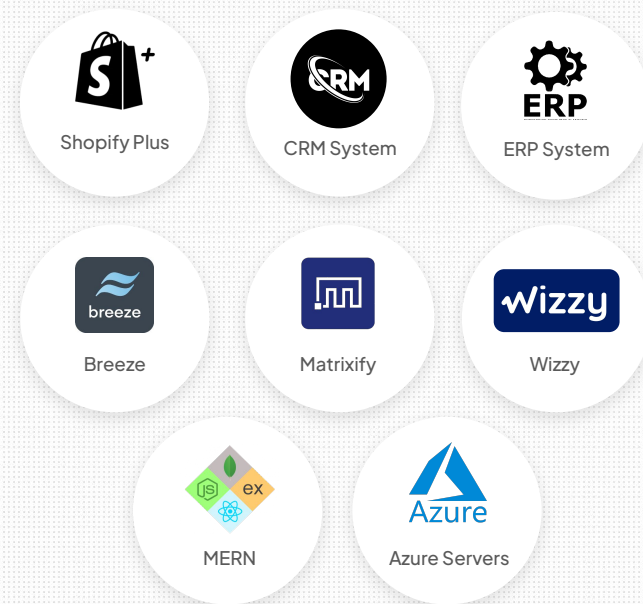
- Rigorous testing phases to identify and rectify issues
- Ensuring a flawless launch through thorough quality checks
- Proactive post-launch support and continuous monitoring

Tools & Technologies

The project utilized Shopify Plus as the core e-commerce platform, integrated with various third-party services including CRM, ERP, custom payment aggregators, employee reward programs, customer loyalty systems, logistics & shipping management, and inventory management systems.

Leveraging Shopify Plus for a transformative e-commerce migration

The migration to Shopify Plus formed the cornerstone of this project, providing a robust foundation for Jockey.in's online presence. While specific tools aren't mentioned, the document highlights the integration of multiple third-party services, suggesting a complex technological ecosystem. The team likely employed various development, design, and testing tools to manage the migration process, ensure data integrity, and optimize performance. The resulting solution not only improved website operations and speed but also significantly reduced operational costs, demonstrating the power of choosing the right technological framework for e-commerce transformation. The tech stack enabled a seamless migration from a custom system to a more efficient, scalable solution



The Result

The migration to Shopify Plus improved Jockey.in's performance, slashing costs by 85% while boosting business volume by 55%. This transformation enhanced website speed, operational efficiency, and overall customer experience



Boosted Performance

- Website operations improved by 50%
- A 2x increase in speed for adding new features and products

Cost-Efficient Operations

- Operational costs reduced by 85%
- Showcasing the cost-effectiveness of Shopify Plus

Rapid Business Growth

- Jockey.in witnessed a staggering 55% increase in business volume post-migration

The Impact

Jockey.in achieved remarkable improvements across key metrics after migrating to Shopify Plus, including a **50% boost** in website performance and an **85% reduction** in operational costs. This transformation led to accelerated business growth, with a **55% increase** in business volume post-migration

85%

Cost Reduction

Operational costs reduced by 85%, showcasing the cost-effectiveness of Shopify Plus

50%

Performance Boost

Website operations improved by 50%, with a **2x** increase in speed for adding new features and products

55%

Business Growth

Jockey.in witnessed a staggering 55% increase in business volume post-migration

Seventh Triangle



Building Intelligence

***“Alone we can do so little;
together we can do so much”***