

AAONRI

USA based project which improves customer experience for shopping classified products, checking events, applying for jobs, checking immigration and managing modules through admin access.

OBJECTIVES

To enhance the e-commerce portal by offering advanced product filtering, personalized recommendations, integrated services, and a scalable infrastructure to accommodate growth and peak loads.

- Managing a wide variety of products and services effectively within the portal.
- Implementing algorithms for personalized recommendations based on diverse attributes.
- Seamlessly integrating multiple services, including payment gateways, delivery options, and customer support functionalities, to ensure a smooth and cohesive user experience.
- Designing a scalable platform to handle increased traffic and transaction volumes.

SOLUTION

- **Advanced Product Filtering:** Implemented sophisticated filtering options based on multiple attributes to refine user searches and improve the shopping experience.
- **Personalized Recommendations:** Leveraged algorithms to deliver tailored product suggestions, enhancing user engagement and satisfaction.
- **Comprehensive Service Integration:** Integrated a range of services, including delivery options and customer support, to offer a seamless and efficient user experience.
- **Scalable Infrastructure:** Designed a flexible and scalable system architecture to support business growth, manage high traffic volumes, and ensure consistent performance.

BENEFITS

1. Enhanced Navigation

Improved user navigation and product discovery with advanced filtering options.

2. Boosted Conversions

Increased sales conversion rates through tailored product recommendations.

3. Streamlined Operations

Optimized operations with efficient service integration and order management.

4. Scalable Solution

Designed a scalable platform to manage higher traffic and transactions seamlessly.



AT A GLANCE CHALLENGES

- Managing diverse products.
- Personalizing recommendations.
- Integrating services and payments.
- Scaling for high traffic.

BENEFITS

- Enhanced Navigation
- Boosted Conversions
- Streamlined Operations
- Scalable Solution

PROJECT STATUS:

Completed

END CUSTOMER TYPE:

In-Direct