

Case Study:

Transforming eCommerce for a Leading Retail Giant



About the Client

NearshoreWorks and a prominent North American children's clothing retailer teamed up to elevate the retailer's digital footprint through a comprehensive eCommerce platform revamp. Utilizing the Salesforce Composable Storefront, the collaboration aimed to minimize technical debt while incorporating feature enhancements designed to boost conversion rates. This initiative strategically prepared the platform for high-traffic shopping seasons, ensuring a robust digital presence.



The Challenge

The retailer faced complex issues due to outdated technology and frequent staff turnover, which impeded their ability to satisfy contemporary eCommerce requirements. Confronted with challenges in maintaining a strong technical team and dealing with obsolete infrastructure, the main requirement was finding a tailored strategy to address technical debt and staffing solutions.

NearshoreWorks effectively tackled these issues by applying its specialized knowledge in React development, a cutting-edge JavaScript library for crafting dynamic and responsive user interfaces.

React empowers the development of seamless and interactive applications for both web and mobile, which are essential for today's eCommerce platforms. In addition, NearshoreWorks introduced a new design system utilizing Chakra UI, significantly improving mobile and web interfaces' visual appeal and user experience, ultimately leading to increased customer satisfaction and loyalty.



The Process

NearshoreWorks provided a development team composed of both nearshore and onshore engineers, ensuring seamless collaboration with the client's existing internal team, including:

- Senior and mid-level developers
- A senior SDET
- US-based engineering lead

A pivotal component of the solution was a Salesforce upgrade, which played a critical role in transforming the eCommerce platform into a more dynamic and scalable system. This upgrade was further bolstered by the implementation of an advanced progressive web application framework, providing essential flexibility and resilience during the peak holiday shopping season.

The Approach and results

The client's eCommerce platform went through a digital transformation led by NearshoreWorks.

The integration of the Salesforce Composable Storefront and the launch of PWA 2.0 were key elements to achieve:

- Lighthouse Score Improvements: There was a notable enhancement in the platform's performance metrics.
- Cyber Monday Conversion Rate Increase: The conversion rates saw an impressive surge, from a standard rate of 3% to a remarkable 16.7% on Cyber Monday.
- Platform Scalability and Future Readiness: The transformation positioned the retailer for ongoing improvements and scalability in their eCommerce strategy.
- IT Department Reorganization: Significant changes in the IT structure and staffing model were implemented, enhancing project stability and effectiveness.
- Strategic Impact and ROI: Feedback from client leadership highlighted NearshoreWorks' critical role in the project's success, emphasizing substantial returns on investment and setting new benchmarks in the client's eCommerce operations.

