

E-COMMERCE

HEALTH CHECK



HEALTH CHECK FOR E-COMMERCE

We believe in a better tomorrow at Sigma Unified Commerce. That tomorrow starts with the eyes seeing things differently and with those who get things done. We know what it takes to build a successful e-commerce business and that in an industry of constant change, always to be one step ahead. At Sigma Unified Commerce we understand that e-commerce isn't a just a technical system, its's an eco-system. Where all areas of your e-com business needs to pe properly optimized for your business to be successful.

You visit the dentist once a year, you take your car to the mechanics and medtech is hotter than ever. Working proactive is the new black, does the same apply to your e-commerce business?

"By working proactively with health checks for your e-commerce site you can make sure it's performance is optimized, sell more and grow faster." – Sofie Hedman, business analyst and project manager at Sigma Unified Commerce.

What's a health check for e-commerce?

At Sigma Unified Commerce we understand that e-commerce isn't a just a technical system, its's an eco-system. Where all areas of your e-com business needs to pe properly optimized for your business to be successful. E-commerce is an industry of continuous change, a never-ending project but where refinement and development are key. Your platform, logistic, tech, marketing, conversion and business systems needs to be working seamlessly together.

That is why we have developed our new offer, The Health Check for e-commerce, where our business developers work side by side with our system developers to optimize your shop. At the same way that you visit the dentist once a year or take your car to the mechanics, you should work proactively with the data you have in your e-com business. In this unique service we look at the whole picture of your e-commerce business and how you wish to go, rather than only one area that could be common in other check-ups.

What this actually means is that we will do a deep analysis of your shop where we measure your data from all areas from a growth perspective. We know that the challenges e-commerce managers are facing could be very different for different shops. If logistics is a challenge at one business, payments can be the challenge of another.

Another very common challenge is that you have many different systems and platforms, but only use some parts of them, where some functions overlap the systems. With our background in system development for e-commerce we have a full team of system developers who can analyze the choices of platforms and systems so that you are using the full potential for what you are actually paying for. This will save you both time and money in the long run. PIM, Platforms and CRM is just some of the systems we are experts on.

"Sigma was a strong and innovative support for us when we together developed a new logistic flow for our returns. A flow that would simplify the process for both us and our customers." Johanna Jörgner, Head Of PMO, Nelly.com

By analyzing all areas and systems of your e-commerce, regardless of if it's logistics, marketing or any of the other areas you are working with we will be able to find a fitting solution for your challenges, as we did for Nelly.com.

How to increase sales with a Health Check

How you work with branding and core messages for your e-com business shouldn't only be something that your brand manager is working with, it should be in your DNA. If you market yourself with having the largest assortment, the site should also be able to manage the largest assortment and you need to adapt your logistic, PIM-system and platform to be able to handle a large amount of SKU's.

Regardless of what your core message is to your customers, your systems need to be able to back it up. Then add if you are active in different markets or if you manage more than one URL to the game, well, then we are really talking about the eco-system of e-commerce and an omni perspective is key.

With our senior e-commerce specialists, we make sure your dreams don't only stay at dreams, we make them come true, we fulfill them, and we will help you push your business in the right direction.

This can mean we need to create a technical solution, that we need to improve traffic or investigate your logistics. Regardless of your challenge, with the Health Check, we will find a solution.

Everyone can't be the expert on everything, but we have gathered the best specialist in the business and together we at Sigma Unified Commerce has helped some of the world's most successful e-commerce businesses to grow.

Why Sigma Unified Commerce?

With a strong track record from e-commerce, tech, marketing and international development we dare to say that we know what it takes to help you grow your business. Because if you are successful, so are we. At Sigma we have improved web experiences for over 30 years and our consultants has worked with and at some of the world's most successful e-commerce companies.

**If you have a dream,
We have a solution**



WANT TO KNOW MORE?

Let's talk!

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