



**HOW UNICOMMERCE HELPED A
LEADING EGROCERY MARKETPLACE
ACHIEVE 5X GROWTH IN SALES IN
LESS THAN A YEAR!**

Supply Chain Simplified

Higher Sales | Lower Operating Cost | Hassle-free Management

CHALLENGES FACED



Maintaining stock
freshness of perishable
goods



Increased Returns due
to delivery of soon to
expire products



Management of sales
across Multiple
Warehouses & Vendors



Integration of their
online sales with
existing CRM



Manual dependency for
precise calculations
of sales & revenue



Our client, one of the leading eGrocery marketplace, has been scaling up business in the essentials industry and receives **thousands of orders each day** including staples, dairy, medicines and more. The consumer base of our client depends on its ability to offer a **wide range of fresh products & delivery at doorstep**

With **over 20 vendors** & multiple warehouses in place, the brand was struggling to **manage customer experience amidst high scale operations** using their existing system.

The client has always aimed at delivering quality products within the **fastest delivery slots** and to achieve that, the client required a **highly accurate and robust platform** to tackle a surge in demands & run uninterrupted operations to further optimize its manpower & logistics cost.

SOLUTIONS OFFERED BY UNICOMMERCE



01

Unicommerce developed **Batching** to further help the client **manage inventory** of the grocery items in Batches and sell them on the basis of **FEFO - First Expired First Out**

02

Movement of inventory in batches further helped the client to have **visibility over expired/near expiry products** to limit their customer returns and plan their selling strategy in a better way

03

Expiry tolerance based Order picking feature with predefined tolerance limits of the product's expiry date helped the client avoid sales of expired/soon to expire products retaining **customer loyalty and satisfaction**

04

Unicommerce's vendor panel solution helped the client enable hassle-free routing of orders previously unfulfillable from their own warehouse to their vendors, thus avoiding delayed deliveries

05

Integration of their existing CRM with Unicommerce helped the client's Customer Service Team to communicate with the end-user regarding **on-time delivery returns and refund statuses**

06

Unicommerce's comprehensive dashboards and reports further helped the client to analyze its sales, predict revenues and manage order flux



CLIENT IMPACT

With Unicommerce onboard, the client managed to **lower the manpower cost, maintain stock freshness and automate most of their business operations** across multiple sales channels.

The **batching solution** enabled identification & management of soon to expire products, resulting in **improved customer satisfaction enabling exponential growth** of the business from processing a few thousands to over **30K products** on a regular basis.

Unicommerce helped the client **reduce returns up to 20%** helping the brand to achieve 5X growth in sales in less than a year.

They are now processing more than **0.5 Mn order items per month** which has been possible by having the ease of communication **across 20+ vendors** via a single panel. Unicommerce's customized reports have helped the organization to measure their day to day operations holistically

0.5MN+

ORDERS
ITEMS/
MONTH

30K+

PRODUCT
LISTINGS

20+

VENDORS
MANAGED

up to

20%

RETURNS
REDUCED

Join the platform that has helped over
10,000 Brands, eCommerce Sellers &
Retailers to achieve exponential growth
with lower operational costs &
improved unit economics!

Maximize your productivity and profitability with
Unicommerce Technology Solutions now!

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