E-commerce site Game4u succeeds annual sales target within 6 months.

Pronto Infotech Upgrades India's leading E-Commerce Game Portal Game4u.com by improving system design & business processes.

Game4u is a specialist retailer that provides consumers with an unparalleled game-shopping experience, wherein they can browse, interact and buy from an impressive line-up of gaming software, hardware and accessories. Through both brick & mortar and the e-store, www.**Game4u**.com. The company always strives to provide consumers an experience which matches industry best practices set as international benchmarks.

Problems faced by Game4U

After successful establishment of bricks & mortar model of Game4u in India Company launched their first E-commerce site Game4u.com, but site was not delivering positive customer experience...

- The site had higher visitor bounce rate due to poor user interface & design
- The company was losing business of potential customers
- Registered / Regular buyers were not returning due to lack of automated system, order fulfilment was taking time and customer query resolution time was higher hence customer satisfaction was very low.
- Ranking on google was down due to non-structured site, missing key words, broken links etc. problems.
- Unlinked customer service system with e-commerce site was creating havoc for company and customers

Game4u's ultimate vision to deliver flawless user experience was at stake.

Solution

Pronto Infotech joined hand with Game4u as their technology partner in month of March-2013 and worked meticulously towards improvement and advancement of their Online Business Processes and Online User Interface, take a top-down approach with technology or process implementation.

- Involve all relevant departments responsible to deliver at various stages of customer exp.
- Be pragmatic, and implement incrementally. Gain incremental benefit and then implement the next phase
- Introduced a complete new architecture and user Interface using latest technologies and robust e-commerce frameworks like HTML5, CSS3 and Prestashop.
- Delivered very user-friendly site structured along with sleek design
- Design a robust e-Commerce platform tightly integrated with offline process

Result

Improvement fuel the e-commerce success and especially enhanced the browsing and shopping experience for Game4u visitors. Upgraded order management system processes orders more efficiently and improves customer service. **With new platform ultimately the company achieved their annual sales target just within 6 months.**

After launch of new portal company has witnessed continuous growth and consistency in number of orders every month. Google ranking improved dramatically – Got position on one first page.

The company is planning to expanding and replicating same model in other countries where Gaming market is more attractive. With great success of web portal Game4u has launched a WAP portal with Pronto Infotech and development of Mobile app is budgeted for year 2014.