

## Case Study: Ergonx

Ergonx is an online platform selling specially designed shoes that combine working boots' safety and running shoes' comfort. These shoes are designed and manufactured per Australian and NZ standards. Digital Aptech designed a full-fledged E-commerce website for the brand and assisted in its efforts to gain more business and customers.

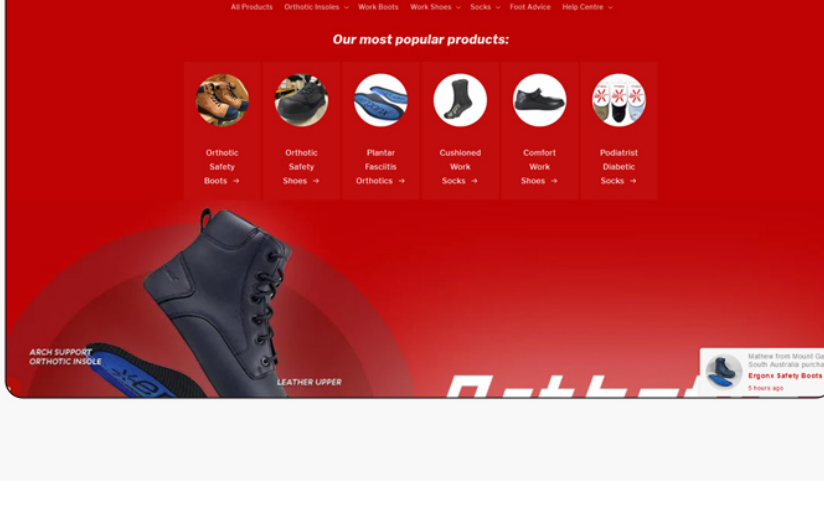
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### Project Overview

- Our team at Digital Aptech chose WooCommerce as the development framework for the business
- We understood the brand's specific requirements, business goals, and particular special requests to provide highly customized solutions
- The brand wanted an online store that would reflect its goals and help it connect with its target audience

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### Client Background

- Ergonx is an online business selling specially designed shoes as per Australian and NZ standards and comes with Ergonx Ultra Soft Orthotic Insole.
- We used WordPress and WooCommerce to develop the E-commerce website for the business



### Challenges

- Online payment gateway integration for supporting multiple e-payments
- Direct add-to-cart option integration
- Integration of social media handles of the business into the home page

### Technology Stack used



WordPress

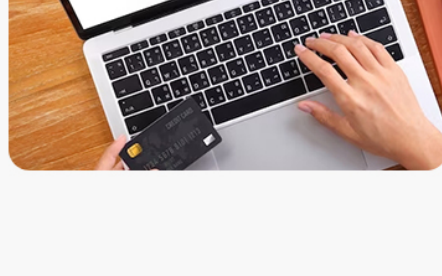


WooCommerce

### The Solution Provided

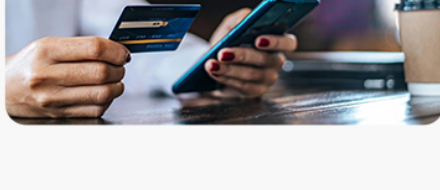
#### Solution #1

An attractive, user-friendly and responsive business website that will serve to attract customers



#### Solution #2

Integrating a secure e-payment gateway for hassle-free payment of the product



#### Solution #3

A smooth online store where users can search the products required and add them to the wishlist or cart



#### Solution #4

Seamless order management and inventory management for the owner



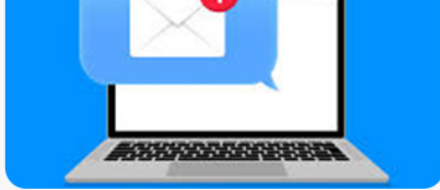
#### Solution #5

Easy tracking of orders along with order details for the business



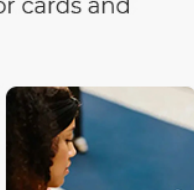
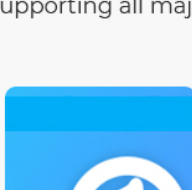
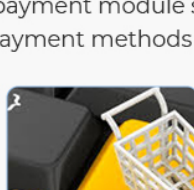
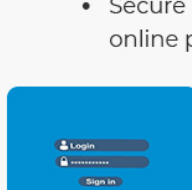
#### Solution #6

Email notification to users regarding product dispatch or delivery



### Key Features and Benefits

- Easy sign up and log in
- Direct add to cart or add to wishlist option
- Product zooming
- Size dropdown box to smoothly change and add foot size
- Secure payment module supporting all major cards and online payment methods



### The results

- Increased brand awareness among the potential customer base
- Superior user interface and designs promoting customer experience
- A highly customer-oriented dashboard for existing as well as potential clients
- An attractive website with a robust back-end and a highly responsive front-end
- Real-time monitoring of order updates

### Conclusion

- With a dedicated online store for the business, it managed to increase its customer base and potential consumers
- On-time delivery and order management updates from the website helped in making operations smooth and hassle-free for the brand
- The website has helped in maintaining a superior customer relationship which promoted better revenue.
- The online store also served as a significant marketing platform for the brand to connect with prospective clients
- Ergonx was successful in improving its sales as more users across the globe were able to order its products online



## Ready to take your business to new heights?

Book a meeting with us to understand how we can Digitally Transform your brand

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