

Digital Application Ensures Business Growth for Global Fashion Marketplace



Trigent ensured that our technology solution could drive greater customer loyalty, higher lifetime value, and long-term revenue, while reducing cost to serve.



Industry

Retail & E-Commerce

Business Value

- As a result of streamlining processes, JOOR could reduce the back office workforce by 75%.
- Time to on board new brands and to set up integrations with their back-end system was reduced by 80%.
- The extensively tested integration layer, in a flexible architecture empowered JOOR to scale up easily and grow its business.

About the Client

JOOR is the leading online global fashion marketplace for wholesale buying. Based in New York City with offices across the US and Australia, JOOR connects contemporary fashion brands with retail boutiques. It is used by over 700 fashion brands and 30,000 retailers.

JOOR provides direct access to a brands' sales team and inventory availability so that boutiques have real time access to buying information. It makes the process easier and faster by enabling brands and retailers to drive incremental revenue, cut costs, improve their customer experience and analyze performance through data driven analytics.

The Challenge

- JOOR's traditional web platform and an iPad application were used by its customers to interact, browse and place orders.
- Information updates to the system involved manual entries resulting in inefficiency with orders being placed for items that were no longer available or in the inventory.

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- Manual entries required a large workforce to be managed and in spite of this, errors would occur mostly because of oversight. This led to cancelled orders resulting in huge losses for the company.
- The legacy application was hindering JOOR's business growth as it would not be able to handle the increased volume.

The client needed an application which would address all the above challenges and ensure that existing and new customers would not be inconvenienced by inaccurate information, hindered by technology and benefit from a great experience across devices.

Solution

Trigent's architects and developers revamped the legacy application, creating an integration layer which allowed members (members and retailers) to update their requirements directly onto the system. The next generation web application empowered the client's customers to update information in real time, manage orders and validate data. The web application was also enhanced for mobility and could be used across devices.

The tightly integrated application was tested thoroughly and powerful rule-set ensured that import errors were reduced to nil.

Client Benefits

- As a result of streamlining the brand insertion/updation process, JOOR was able to reduce the back office workforce by 75%.
- Members were able to upload inventory as often as needed to keep JOOR in sync with their backed systems and provide accurate and reliable information to buyers.
- Time to on board new brands and to set up integrations with their back-end system was reduced by 80%.
- The extensively tested integration layer, in a flexible architecture empowered JOOR to scale up easily and grow its business.