



Case Study



Icreon

Totally Fitness

An online storefront to retail gym equipment

Totally Fitness, a UK based provider of gym equipments, operates and manages an online storefront to retail these. They wished to develop and integrate additional features on their storefront. They also required the online store to be integrated with the NetSuite CRM software that they were using to manage their back-office operations. Icreon engaged with Totally Fitness by allocating dedicated resources to execute and deliver these tasks.

Customer Profile

Totally Fitness is a UK based firm that specializes in fitness equipment for use in gyms, schools, hotels etc. They retail their products through various offline stores.

Business Requirements

With the aim of enhancing their existing online storefront to provide value added features to their customers, Totally Fitness wanted various additional modules to be developed and integrated with the website. Provisions enabling customers to review products were required to be built into the solution. In order to promote the website in major search engines, the storefront was required to be optimized for search engines. Additionally, the online storefront was required to be integrated with their existing back-office application NetSuite CRM.

Developing enhancements & integrating the storefront with NetSuite CRM

Based on the requirements, we entered into a contract with Totally Fitness under the Full Time Equivalent engagement model. With this model, we provided Totally Fitness with skilled resources to perform various development tasks.

The tasks that we have performed for Totally Fitness include the following:

Developing enhancements for the online storefront

We have developed and integrated a product review management module with the website. Customers can submit their review on any of the products available on the website. The review is sent to the administrator for processing. Upon approval from the administrator, the review is posted on the website.

Implementing an SEO strategy

We have implemented an SEO strategy to improve the positioning and accessibility of the website in major search engines. Some of the tasks performed in optimizing the website include the following:

- Fine tuning the HTML to achieve optimum “page weight”

- Modifying the website's navigation and structure to increase its usability.
- Integrating Google Analytics with the website to allow generating detailed visitor statistics thereby enabling the client to analyze the behavior of visitors within the website, and identify problem areas.
- Adding targeted keywords, descriptions and titles to the META tags, enabling the site to be crawled by search engines against keywords specified.

Integration with NetSuite CRM

We integrated the website with NetSuite CRM (already in use by Totally Fitness) to manage their back-office operations. Data pertaining to the customers and orders is transmitted to the NetSuite CRM application allowing Totally Fitness to obtain a complete and holistic view of their customers and business.

In addition to these services, we are also responsible for the maintenance of the website.

Technologies used in developing this application are:



Summary

By engaging under the FTE model, Icreon has provided Totally Fitness with access to specialized knowledge and services without having to go through the process of hiring and training staff themselves, a costly and time consuming initiative. With the integration of the website with the NetSuite CRM we have provided Totally Fitness with a means to consolidate their customer and order data, across their businesses, into a single source.