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PROJECT TYPE
E-Commerce, CRM, CMS

TECHNOLOGIES
Ruby on Rails, Nginx, PostgreSQL, CoffeScript, JQuery, Spree, AWS S3

DURATION
3 months

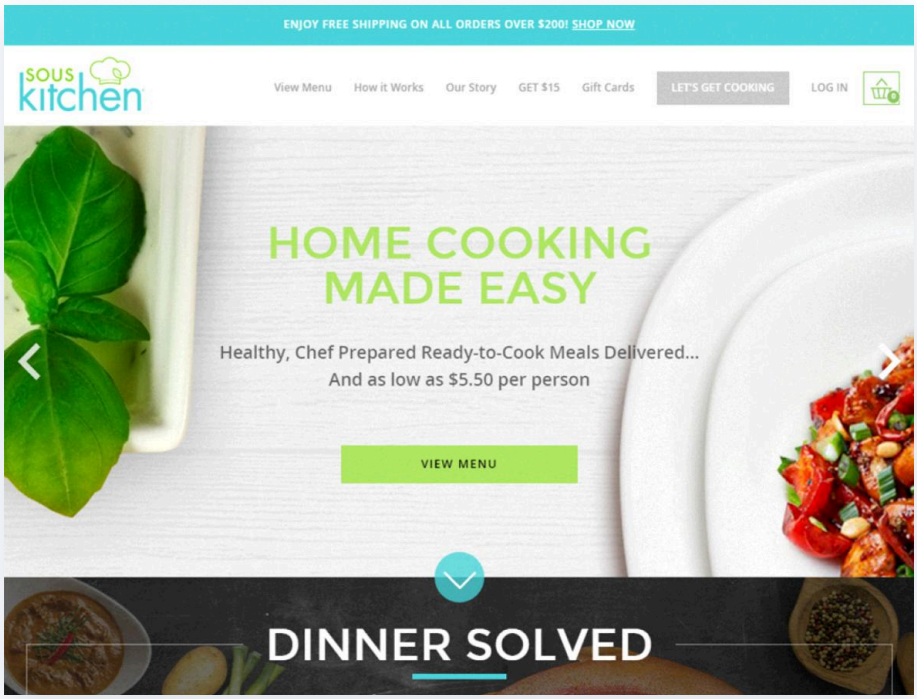
TEAM
1 Software Developer
1 Part-time QA Engineer

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Client: Sous Kitchen
Industries: E-Commerce
Region: USA, California

Sous Kitchen – an eCommerce platform for food delivery service

An eCommerce platform that grew repeat purchases by ~30% through an integrated loyalty and gift card module, replacing an outdated manual-order system for a multi-state US food delivery service.



Business challenge

The old online order service was built on an outdated technical solution and incurred high costs for manual order processing.

The Client has made a decision to develop a new web app, which would have the extended functionality helping to manage the following issues:

- automatic record of the number of goods available/sold;
- system of customers' rewards/ gift cards;
- customer management system;
- order management;
- reporting.

The main non-functional requirements were:

- high speed of development;
- simplicity of making modifications in the future;
- possibility of fast first version implementation (without new design) to replace the existing one.

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Our solution

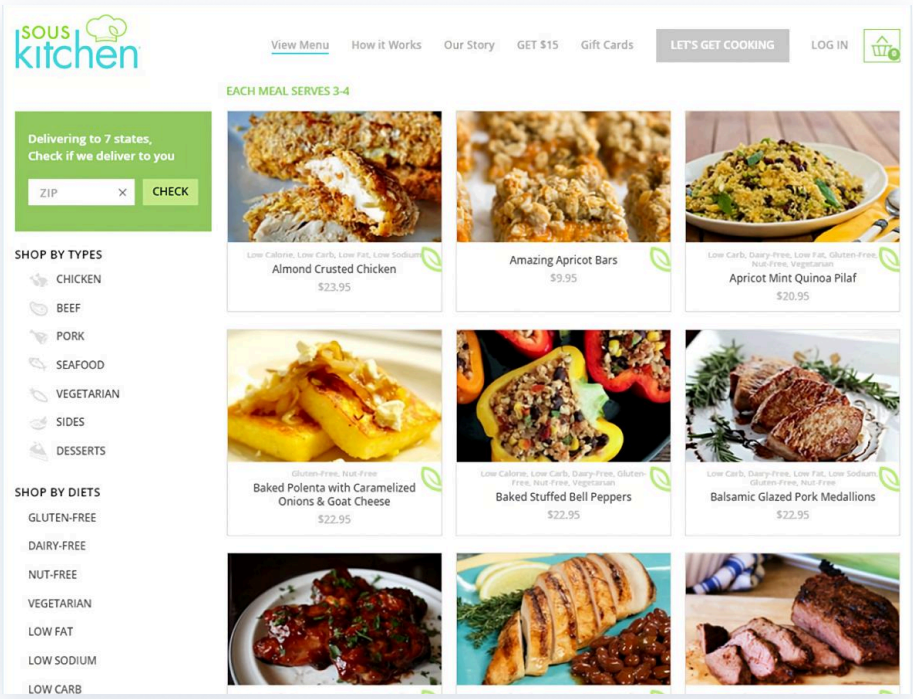
We developed a web solution based on a popular e-commerce library, SpreeCommerce. The choice of this library allowed us to implement the solution pretty quickly.

The application has all typical e-commerce functions available on both back and front offices, including:

- ✓ Registration;
- ✓ Search;
- ✓ Orders management;
- ✓ Product management;
- ✓ Basket;
- ✓ Check out process;
- ✓ Customer service;
- ✓ Payment systems integration.

We implemented the main modules of the e-commerce application with minimal effort and focused on developing custom functionality (reporting, promotion and gift cards modules).

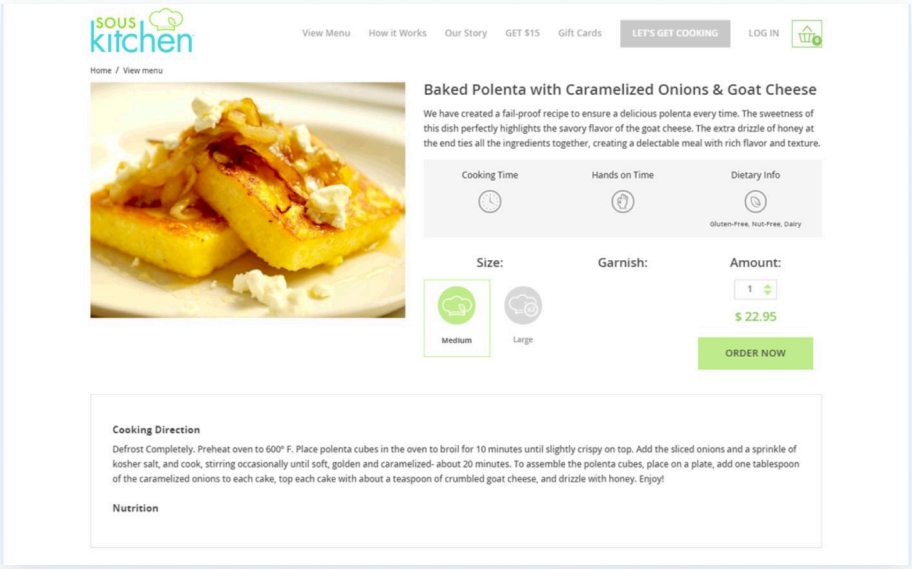
We also developed a stand-alone Client application that enables the development of mobile applications across different platforms by “assembling” a mobile app from a ready-made Client.



Customer's benefits

Automating manual order processing cut order handling time by ~50%, allowing the team to scale order volume without adding headcount. The integrated loyalty and gift card module drove a ~30% increase in repeat purchases, improving customer retention across the five-state delivery area.

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What's happening with the project right now?

The company plans to increase business profitability thanks to improvements in customer retention (gifts, bonuses) and the attraction of new Clients. Moreover, the new functions will allow for reducing operating costs and improving operational efficiency.

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