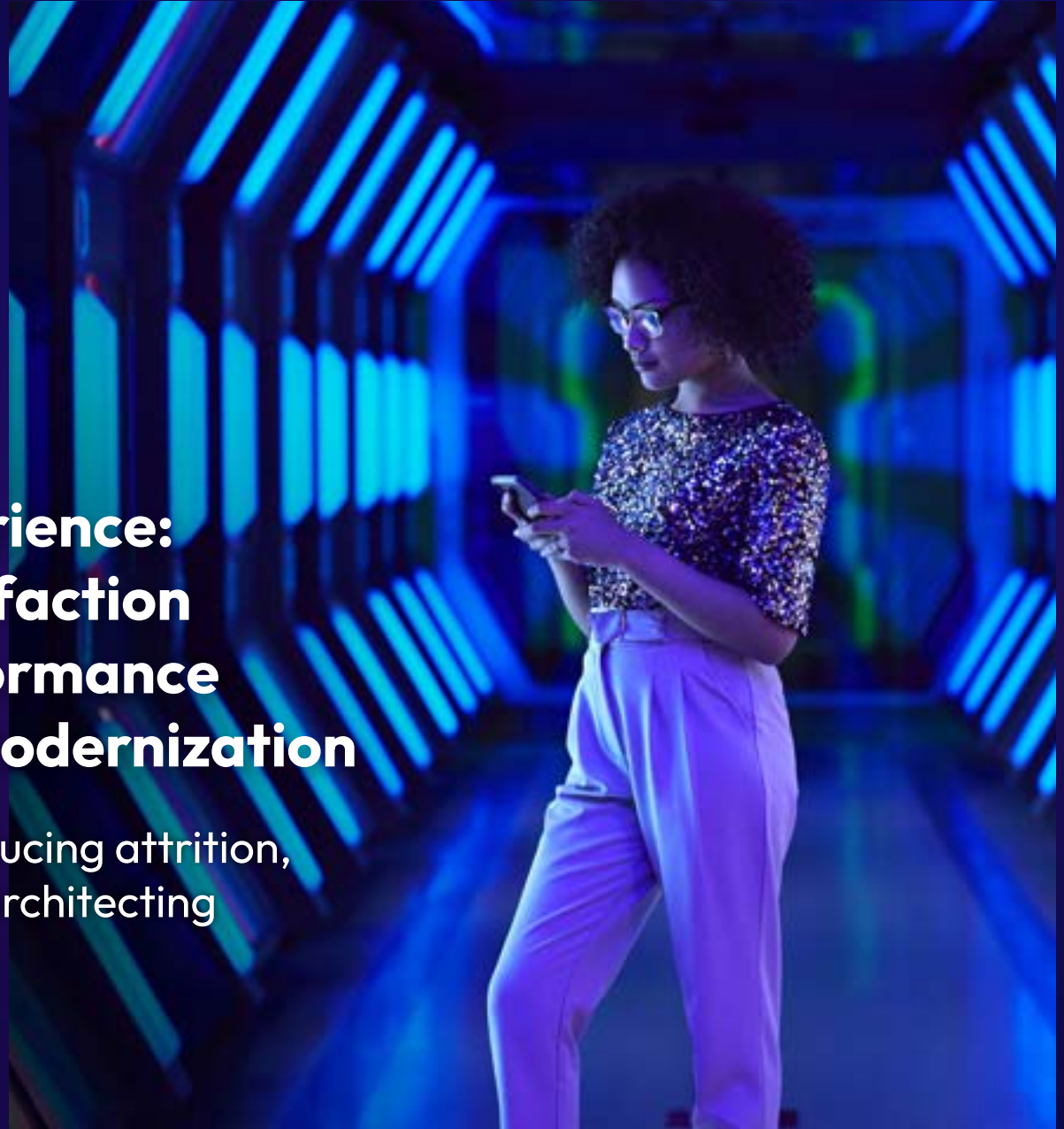




Revolutionizing User Experience: Achieving 100% User Satisfaction Improvement and 5x Performance Surge Through Platform Modernization

Elevating customer engagement, reducing attrition,
and mitigating technical debt by re-architecting
legacy technology



With a robust online presence, this US-based company stands as a global e-commerce powerhouse. It serves as a pivotal platform, seamlessly connecting millions of buyers and sellers across the globe and fostering economic opportunities for individuals, entrepreneurs, businesses, and organizations of all scales. Guided by its vision, the client is dedicated to continually investing in cutting-edge technology and innovative solutions, striving to deliver state-of-the-art platforms to its users.

Navigating Latency and Technical Debt Challenges

Despite this forward-looking approach, the organization grappled with a series of pressing business challenges. Latency issues affected their payment options, resulting in sluggish checkouts and a subpar user experience on the platform.

Furthermore, the burden of technical debt was significant due to data loss stemming from legacy architecture, demanding urgent mitigation to streamline operations and enhance performance.

Additionally, the organization aimed to bolster revenue generation via online

channels by enhancing its current e-commerce platform with cutting-edge capabilities to offer unique digital experiences to buyers.

In pursuit of these strategic goals, the organization embarked on a journey to find a strategic partner. With a deep understanding of the enterprise's ecosystem, a proven track record of executing impactful projects, and profound expertise in cutting-edge technology, Brillio emerged as the ideal partner for this undertaking.

Brillio facilitated scalability on demand, with readily available resources to initiate the project swiftly, along with a well-defined Agile framework to broaden the project's scope efficiently.

Transforming Legacy Systems for Optimal Performance and Streamlined Operations

In tackling the project objectives, a strategic MVP-led approach was adopted to re-architect the legacy technology infrastructure, transforming it into a modern, high-performance ecosystem within a compressed timeline of 8 months. This initiative aimed to mitigate data loss risks and uphold seamless asynchronous data dispatch, leveraging cutting-edge technologies such as Java, Jenkins, GitHub, Node, and Amazon S3.

Simultaneously, efforts were made to alleviate technical debt by transitioning towards device-independent user interfaces, shifting

toward an API-centric economy, and modernizing both the tech stack and compliance standards. Furthermore, the existing middleware underwent a comprehensive refactoring process, transitioning into domain-specific microservices architecture to facilitate scalability. This transformation was expedited through the utilization of code generation templates to swiftly create necessary scaffoldings.

To expedite time-to-market and ensure continuous delivery, autonomous and self-organized PODs were developed, enabling rapid scalability to multiple PODs as necessitated by demand.

Providing an Exceptional User Experience Through Integrations and Optimizations

A central focus was placed on refining the purchasing journey, ensuring an exceptional buying experience for users. This was achieved through enhancements in customer acquisition and engagement strategies, coupled with effective measures to diminish customer attrition across the platform. These efforts were bolstered by integrating services, optimizing SEO practices, and implementing targeted content marketing initiatives.

Customer engagement was elevated through intuitive search filters, user-friendly category landing pages, and a seamless checkout experience. Additionally, Next Best Action strategies were leveraged to enhance user engagement and drive optimal outcomes.

Moreover, customer attrition was effectively minimized through the implementation of hyper-personalization techniques, closed-loop loyalty programs, and a robust seller retention strategy.

- Enhanced Customer Engagement
- Mitigated Customer Attrition
- Reduced Technical Debt
- 5X Heightened Performance
- 100% Improved Buyer Satisfaction Score
- Improved developer experience and productivity



ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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