



Case Study



Icreon
technology differential

Melrose Jewelers

An E-commerce venture

Melrose Jewelers, one of the largest retailers of Rolex wrist watches and diamond jewelry wanted to build enhancements and upgrade their existing e-commerce website retailing their product line. A closer study of the website revealed several problems, chief among them being the dated technology being used. Considering the degree of enhancements that were required and to take advantage of the latest technologies, we suggested developing a new website, from scratch. For the fear of losing customers, Melrose Jewelers wanted us to maintain their existing website while, in parallel, developing the new website.

Customer Profile

Melrose Jewelers is one of the leading online retailers of Rolex wristwatches, other luxury timepieces, and fine diamond jewelry. Founded in 2004, they operate retail websites in the United States, Canada, the United Kingdom, continental Europe, Latin America, Asia, and the Middle East.

Business Requirements

Their existing website was very basic – it lacked interactive features that would attract and retain customers. With the objective of increasing their sales and providing improved and value added services to their customers, Melrose wanted to revamp the website. A host of new features such as multiple modes of payment, the ability for the customers to track their orders online, place orders over the telephone, etc were required.

Revamp of an existing e-commerce website

Our team conducted a detailed study of the website including the underlying code and the database structure. The study revealed several flaws at the code and database level – the queries were not optimized thereby adversely impacting the performance of the website, exceptions and errors were not being handled and the code was not modular making it difficult to make modifications to it. Also, since the website was built using dated technologies, it was not scalable enough for the new features to be integrated with it. Keeping all this in mind and taking into consideration the time and degree of modifications required, Icreon suggested developing a new website from the grounds up.

The all new website had been developed using PHP and runs on three different domains, which are managed through a single administration panel. The website showcases all available product catalogues, allowing

customers to browse and select items for purchase. Customers are identified on the basis of their e-mail addresses and not required to login to purchase items. However, they can login to track the progress of their orders. Since the website deals in high-end items, a Flash based electronic signature feature has been implemented, allowing customers to enter their signatures while placing an order. Administrators can use this for verification purposes. Multiple modes of payment (credit card, PayPal, Google checkout etc) have been integrated and customers also have a choice of multiple payment gateways (PayPal, PayPal Pro, Authorize.net etc). Customers are also provided with the opportunity to contact the customer care to place offline orders. Several interactive features such as rating the products, recommending it to friends etc have been provided. WordPress has been integrated with the solution which allows Melrose Jewelers to maintain and publish their blog to the website.

The websites are fully customizable in terms of the navigation menus, content as well as product catalogues. A web based administration module has been provided allowing administrators to update and manage the website with ease. The administration module is password protected and access within the module is also role based. Administrators and other authorized users can perform a variety of tasks including creating and populating product catalogues, managing product inventory, viewing and processing orders, generate reports etc. Administrators can also place orders on behalf of customers. A calendar tool has also been provided allowing administrators to schedule and track meetings and calls with the customers. The system also allows tracking of leads and their conversion to customers.

With the successful delivery of the solution Icreon has provided Melrose Jewelers with an improved website thereby enabling them to offer better and more value added services to their customers. Exploiting PHP to the core, we were able to achieve the desired aim of enhanced functionality and quality of service, and ensured that the URL is search engine friendly.

Technologies used in developing this application are:

