

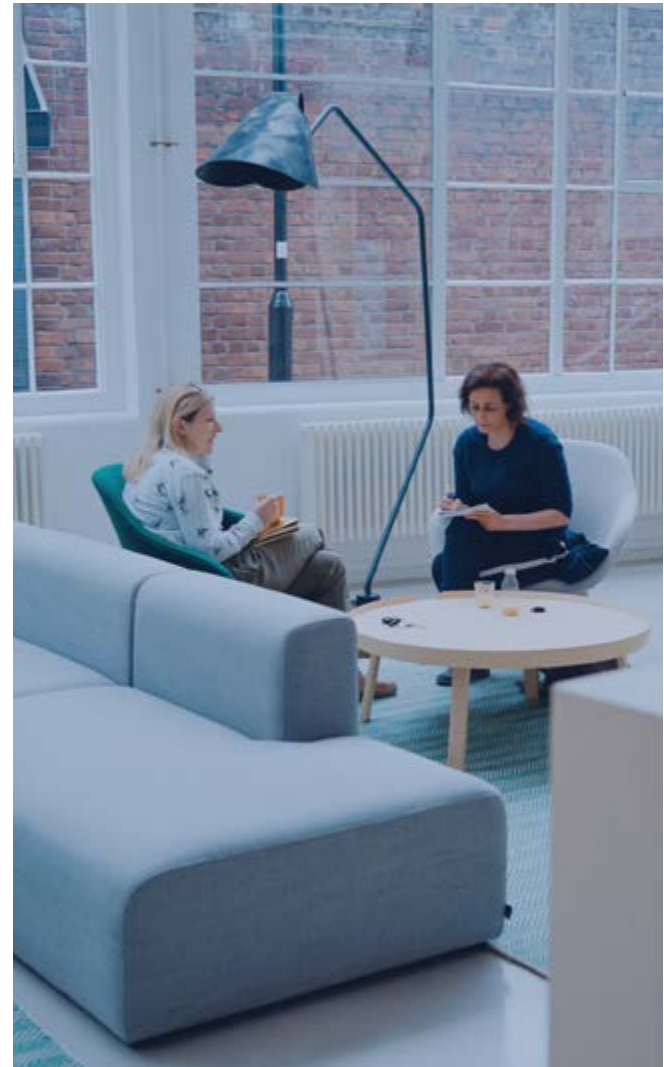
Automating Your E-commerce Platform

As a premium seller, your brand has a reliable, scalable e-commerce platform. You're ready to connect that platform to other parts of your business for seamless selling.

What you need is intelligent automation. You require an integrated solution that will make the buying experience frictionless for consumers and that is unified across all customer touchpoints.

For example, one multinational retailer of personal care and beauty products uses intelligent automation to sync its customers' in-person and online shopping histories. They track e-commerce data and maintain stock in relevant locations to ensure faster shipping. This level of connected data and integration creates a better shopping experience, improves customer loyalty, and increases long-term sales.

How can you create this type of seamless selling experience? The key is to automate all business processes and connect your technology solutions. Make each step of the buying process easy and enjoyable for your customers. This requires doing work on the back end to seamlessly connect your software and systems.



Take Action

How can Evenica help you to become an evolved e-commerce business?

We support automation through e4Integrate, our proprietary integration platform

It enables you to move all aspects of your e-commerce touchpoints between ERP and CRM solutions

It provides a central location for connectivity, visibility, and accessibility to all information assets

It supports interactions between systems and delivers a higher level of data management