



**Passionate About  
Digital Commerce**



**LEADING ONLINE WINE RETAILER** → → →

[www.nviz.com](http://www.nviz.com)

Nvizion is working for the past five years with a dynamic, innovative, wine-loving company that helps consumers across the international and UK market discover exciting wines that are perfectly suited to their tastes and with all the convenience of home delivery. The client is a special retailer for different wine categories of Red, white, rose, sparkling on their websites operational on US, UK and Australia market.

As we started creating roadmap for them, their business team expressed a concern that it takes lot of time to get a business functionality implemented and deployed. Technical team too talked about bottlenecks and dependencies in getting multiple features implemented. Also, the development team requirement of having full stack developers was making the implementation expensive.

Our team after analyzing the requirement, concerns, constraints, etc. suggested a hybrid headless road map where we planned out how to take the customer from the current architecture to a more nimble headless architecture.



## OVERVIEW

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Converted monolithic approach of current framework of form-handlers and droplets to Rest API's and developed a strong API framework which can be integrated in any of the responsive UI framework like angular and node js without hampering back-end development work.

The effort took a good few months as the customer has a very feature rich backend functionality that had to be converted to totally contained rest api's.



### Increase Go To Market Speed

Features which used to take 3 months, were getting out in single sprint cycle of two weeks.

### Future Ready Architecture

Any devices can be used in future without requiring back-end code change.

### Unified Code Base

Single codebase for mobile apps as well as web application.

# HEADLESS ARCHITECTURE

Realization from analytics data that lot of orders were connected in some manner and after a thorough combined effort by business and Technical team, a need for bulk gifting order feature was recognized.

Once a business case was identified, implementation team was able to use the rest api developed as part of Headless architecture and with just a new head(Pages) was able to get bulk order feature out in two sprints.

Feature had a quote feature too as lot of these orders were bespoke and required customization and negotiation.



## Increased Revenue

Increased revenue by placing bulk corporate orders and develop relation with them.

Enhanced sale for Christmas gift campaign.

# FEATURE: CORPORATE GIFTING



## BUSINESS CASE

A frequent flyer program to be introduced to get the benefit of Flyer points or earn the points for each order placement.

Frequent flyer program offers different earning points rate per dollar for customer depending on certain conditions like wine plan customer, higher value order, holiday shipment order which is more attractive for Flyer program customer to earn and redeem the points.

## RESULTS

Frequent Flyer Members benefitted because of the ease of both the program and the features of the system. They are inclined towards buying wine online through website as they can earn points as well as redeem points on their account. It enhanced holiday shipment orders which was having more points value per \$dollar spent credited to user account.

Returns are very well handled which is added advantage to customer to get the points back on their account if they cancel order or part of order.

## SOLUTION BY NVIZION

Retailer introduced a separate brand to the ecommerce website for Australia market however as part of this , frequent flyer program has been introduced in wine purchase customer can earn the points based on the \$dollars they have spent while purchasing the wine order. Customer is recognized or identified on the wine website using the unique membership number and must be authenticated from frequent flyer website.

We also handles the full return , partial return and cancellation of the order and in turn awarding the return points back on the customer profile.



## FEATURE: SUBSCRIPTION BUNDLING



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REALIZE THEIR FULL POTENTIAL.**

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