



Industry: E-commerce (Gold & Silver Metal)

Deliverables: Web App (Online Shopping)

Technology: WordPress

Country: Israel

Project Goal:

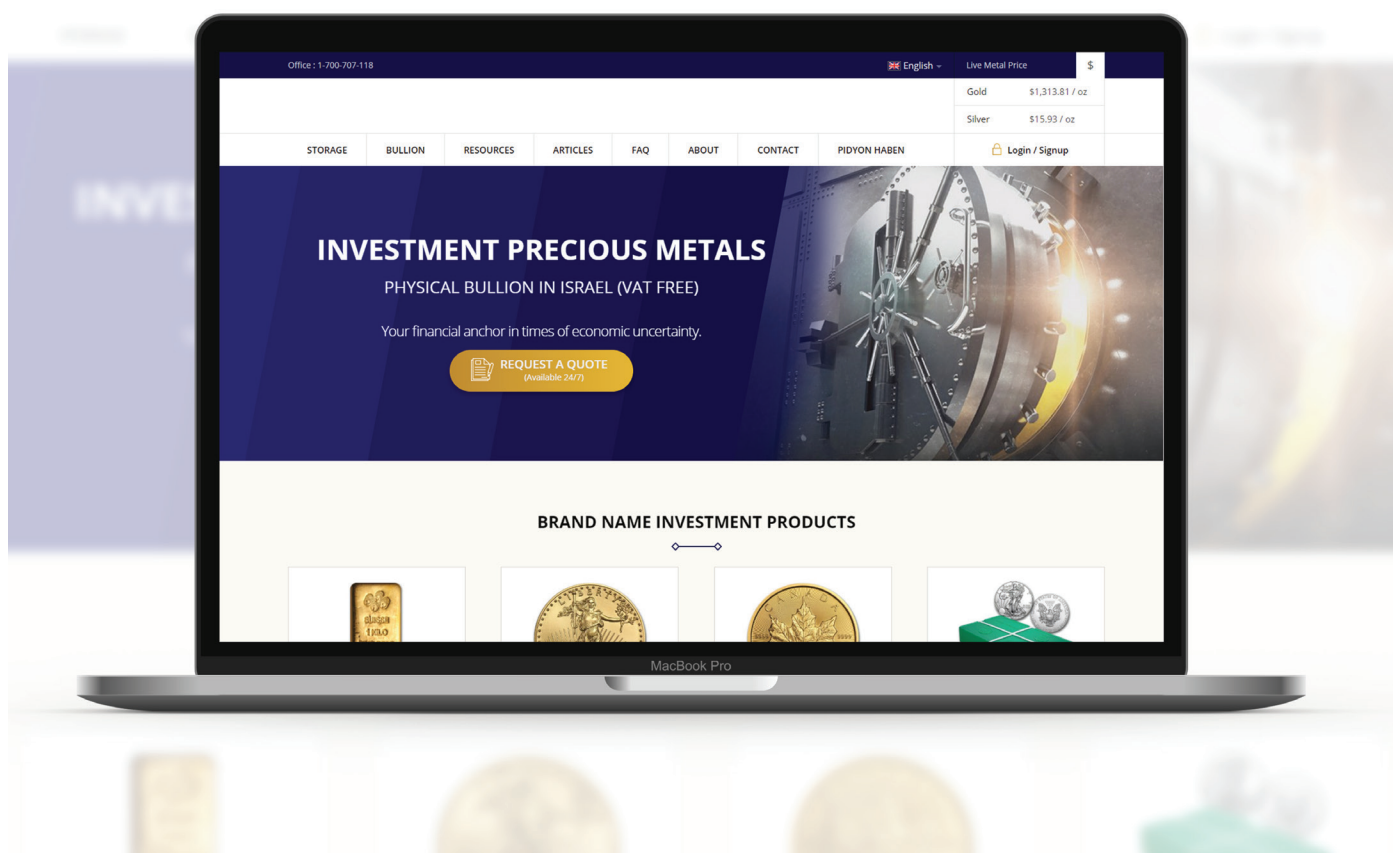
Following were the main objectives while building the solution:

- To build an e-commerce web app that could integrate various services offered by iGold.
- To assimilate the real-time data status of metals, storage fees, bank users, customers as well as stocks.
- Rebuild the existing website to better reflect the brand and values of the client.
- To automate entire process of metal storage and storage fees collection.

Challenges:

- Traditional systems increased paperwork, expenses and manual errors.
- It involved a tiresome spreadsheet with manual entry of various data such as metal purchase, sales, revenue, storage fees etc.
- Historic data identification was cumbersome and time-consuming.
- Lack of synchronization and coordination of metal storage data.
- The current website was outdated and a rebrand of the entire website was required to reflect the brand and values in a better manner.

“Leveraging a scalable and automated solution for an e-commerce platform that deals into gold and silver metals. The modular approach in combination with user-friendly design helped in enhancing brand visibility, customer relationship and user experience.”



Features:

- Role Base Access Rights
- Online Purchase of Gold/Silver
- Retrieve live metal rates hourly using API
- Fee Calculator to store metal in Banks
- Online Payment using payment gateways
- Custom Plugin to calculate actual fees of storage
- Dashboards / Reports / Graphical Data Representation/ Email Notifications
- Multi-Language Support

Solution:

KCS provided a simple and a collaborative way to the client in order to solve their everyday business problems. We worked comprehensively with them to carefully understand their functioning, customers, bank users and metal suppliers to frame the most accurate solution.

We rendered the client with a stellar solution including Modular Approach and Multi-Language Support (English & Hebrew) for smooth functioning. The UI/UX designers expertly designed every element of the app to reflect our commitment and attention to minute details. We created a user-friendly web app enhance the customer experience. Our solution included:

Admin Module

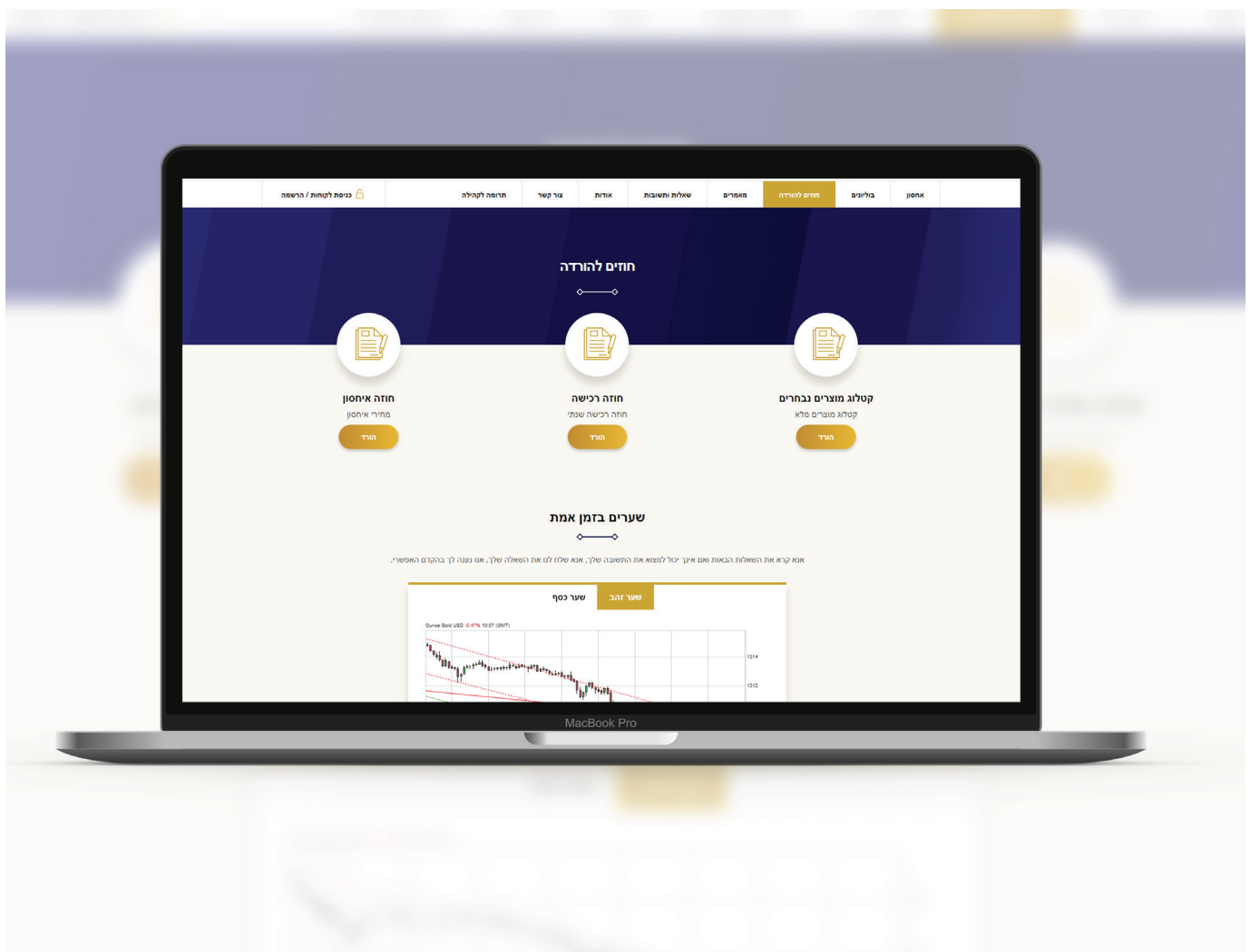
- **Dashboards** – The admin can view different status of the Gold/Silver metal including the pending, confirmed, out to bank and delivered orders. They could also view Gold & Silver rate, perform calculator check, view sales, products and stock.
- **Products** – The admin can easily add new Gold & Silver metals with their images, descriptions and prices. They can also filter the products with their preferences.
- **Stocks & Inventory** – This allows the admin to view the status of the stock (in stock or out of stock product list) or product type.
- **Sales** – The admin can easily view daily/weekly/monthly revenue generated through sales.
- **Metal Providers** – The admin can easily see the details of the metal providers whenever required.

End User Module

- **Product List** – The users can simply buy different Gold & silver metals from this e-commerce platform.
- **Filter** – The users can easily filter the metals to choose the best product in best prices according to their preferences.
- **Account** – The users can view their personal details, the order history and payment voices on the go.
- **Payment** – The web app enabled two payment options to the users including credit card payment and bank transfer.
- **Graphical Reports** – The customers can specifically view the live price of Gold and Silver, their previous price, price history as well as the ratio of metals.
- **Storage Fees Calculator** – After logging in, the users can see their annual storage fees for the Gold & Silver storage. The solution also enables the customer to view their storage history.

Bank User Module

- **Dashboards** – The bank users view the list of assigned ordered per day (Delivered or Not delivered). Moreover, they can also view the detail of the orders such as Order ID, Customer Contact Details and the status of order payment.
- **Account** – This show the list of successfully completed and delivered orders to the bank users.
- **History** – The bank users can view the customer's Deposit or Withdrawal history of Gold and Silver.
- **Calendar** – Whenever the customer wants to withdraw the Gold or Silver, he will request it from the site. The bank users can easily see these meetings in the calendar for quick scheduling of time.





Testimonial:

The client was very happy with the solution and this is what he had to say:

"We were looking for an eCommerce solutions provider for our website requirements in Israel. But, none of the companies in Israel were able to cater to our requirements precisely. Then, we found out about KCS after listening to a few recommendations. After our first few meetings, we were impressed by their thorough domain knowledge and great suggestions. They helped us with excellent framework design while delivering a high-quality responsive website. We are very satisfied with their services and would surely recommend them. Even their after-sales support services are commendable. It was a pleasure working with the KCS team."

Joshua F. (CEO)
Israel Gold & Silver Coins Ltd

Result:

At KCS, we tackle every project with passion and determination while striving hard to come up with the most innovative solutions. We created a bold, bright, simple yet user-friendly solution. Our modular approach completely standardized the client's process and eliminated the errors. The solution automated various process like metal storage, data synchronization, status of orders including pending/confirmed/out to bank/delivered, stock status etc. Detailed reports gave valuable information about the revenue, sales, total products and live prices of the metal.

The client wanted to rebuild their brand visibility and render maximum benefits to their customers. Team KCS managed to design and provide stellar web application to professionally position the client's service offerings while manage critical issues immediately. We build strategic, engaging experiences that reinforce credibility, communicate key messages and turn prospects into profits.



+91 792 657 9333

info@kcsitglobal.com

www.kcsitglobal.com

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