



DIGITAL
APTECH PRIVATE LIMITED

Case Study

For **Motor Corner**

About the Client

Motor Corner is an online business that sells a massive range of accessories, top-quality parts, luggage, batteries, cables, etc., from renowned manufacturers of two-wheelers across multiple brands for improved safety and bold design.

The business approached Digital Aptech with the requirement to design and develop a functional e-commerce website. This website had to be visually appealing with an attractive design, UI/UX and a secure payment module while listing various auto parts and accessories to help users purchase their products online in a hassle-free and easy way.

Client Details

Name: Motor Corner

Industry: E-commerce

Geographic Location: Netherlands

Project Duration:

Problem Statement:

- There wasn't any full-fledged e-commerce website that provided the facility of hassle-free online sale of accessories and high-quality parts for two-wheelers
- There were several ongoing services as well as stability challenges with the existing platform that were limiting the online business's potential to cater to its customer base and grow

Motor Corner Partnered with DAPL to:

DAPL designed and developed an e-commerce website for Motor Corner:

- That is highly attractive, easy to use, responsive and attractive with stunning design and an updated inventory of the products offered by the business
- To let both existing as well as potential customers to browse through the products and place an online order with just a few clicks
- To integrate a safe and efficient online payment module that supports multiple payment options and channels

Website: <https://www.motorcorner.com/>

Technology used:

Extension used:

Challenges

- Integrating an attractive user interface to promote user experience and generate online sales
- Developing a website that would allow the brand to upgrade or modify its online inventory as and when fresh products are added
- Incorporating an option for real-time tracking of an order shipment along with a scalable solution for smooth order management
- Adding a payment gateway that would support multiple online payment options to let customers across the globe pay securely and smoothly
- The website content had to be available in both Dutch and English languages

The Outcome of the Solution:

- A well-organised, visually attractive, intuitive, and smooth website that let customers book auto parts from the comfort of home
- A secure and smooth online payment gateway with which users can buy products online in a safe way
- Increased brand awareness among the potential customer base
- Superior user interface and designs promoting customer experience
- An e-commerce website that is supported in two languages (English and Dutch) with options to track online orders.

Core Business Impact

Operational Efficiency: The business saw much improvement in its operational efficiency since the full-fledged e-com website allowed buyers to easily place an order for auto parts and pay for them from the convenience of home.

Customer Satisfaction: The attractive and responsive website loaded with user-friendly features helped to improve customer satisfaction and engagement, thus driving up the site's ranking and the brand's credibility

Cost Reduction: Motor Corner managed to improve its overall business and profit with reliable and cost-effective staff augmentation services from DAPL

Diversified Platform: Buyers were able to use the website and place an order through various devices without any compatibility issues or technical glitch

Engagement Model: Dedicated Resource Model