



shopi.

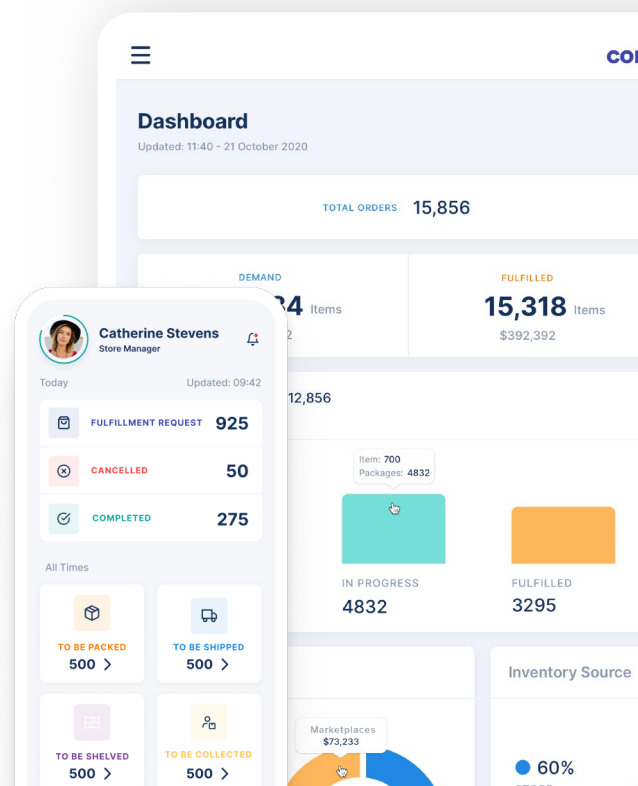
Greyder Took the First Step of Digital Transformation with Shopi ORP

GREYDER CASE STUDY

Prioritizing the expectations of shoe lovers in all its collections and proving its success in the “casual fashion” segment, Greyder has become one of the most preferred brands of shoe fashion with 65 years of experience and more than 330 sales points in 40 countries.

Why Shopi?

Retailers seek transformation, new concepts, and strategies to run their businesses more efficiently, smoothly, and cost-effectively. Managing an organization with traditional ways is almost impossible in today's world yet not all technology acquisitions are profitable. The key to achieving success is to be able to control each step, each action, and process without friction. Shopi's advanced dashboard enables retailers to track real-time performance data including business-critical KPIs, order levels, revenue, returns, payment types, top customers, top-selling products, and all relevant information to have better insight into their business. All your key data is accessible in an easy-to-navigate format.



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Features

Omnichannel Order Management

Real-time Inventory Visibility

Fulfillment Application

Thanks to Shopi's smart algorithm, Greyder's orders can now be allocated based on business rules with zero IT effort. Shopi's user-friendly configuration panel enables the best service within seconds while maintaining efficiency. Omnichannel Order Hub gives the most accurate inventory view without bothering ERP systems and allows retailers to -monitor and make-channel, category, and even SKU level inventory modifications.



46% Increase in Store Fulfillment



With the Shopi's Fulfillment App, Greyder was able to automate all pick- pack & ship processes and minimize fulfillment errors which had been serving as a big challenge for Greyder.

This is a critical issue for most retailers as fulfillment errors cause marketplaces to charge penalty fees to 3rd party sales channels which can then lead to decrease in customer loyalty.

Another challenge Shopi eased for Greyder is the return processes. Shopi accepts returns as a part of the shopping journey and with that, gives retailers real-time visibility of return requests that are created in any channel.

Greyder now does not only manages the returns but also closely monitors reports of returns and prevents possible customer dissatisfaction.

Using all components of Shopi's omni-channel platform, Greyder enjoys focusing on the entire operation in a single place enabling a unique experience to customers everywhere, increasing revenue by accessing and managing and selling channels' inventory in real-time with minimum effort and reaching the utmost performance!



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