

Your Fine Food solutions

Established in the heart of the Rungis Market France.

About Leofresh

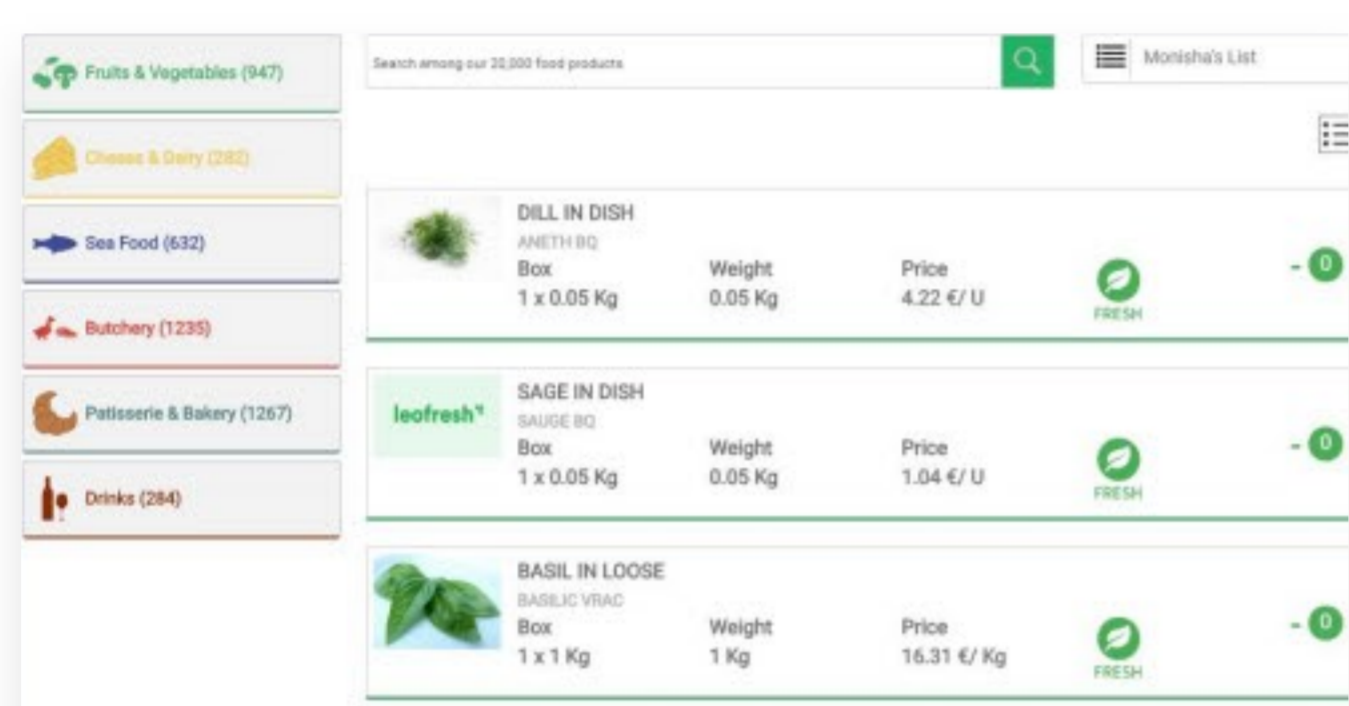
Leofresh, leading online grocery store selling the widest, finest, freshest foods and gourmet across the globe. The client approached us to design a simple, trustworthy, and easy-to-use website to organize products, manage customers orders and data through Priority CRM.

Client Requirements

The client was using Priority CRM, as a centralized repository to manage all the customer related information. The client wanted a complete, valuable, user-centric and responsive website integrated with Priority CRM to categorize 60,000+ products and easily manage customer orders and data from around the world. Priority CRM was not having enough APIs, so the client wanted to have multiple APIs on the website to make it user friendly.

Process

Leofresh selected Shine Dezin to design a highly functional website to manage the business across the world. The team of professionals at Shine Dezin started developing the innovative solution to enable customers to easily register themselves through website and place orders.

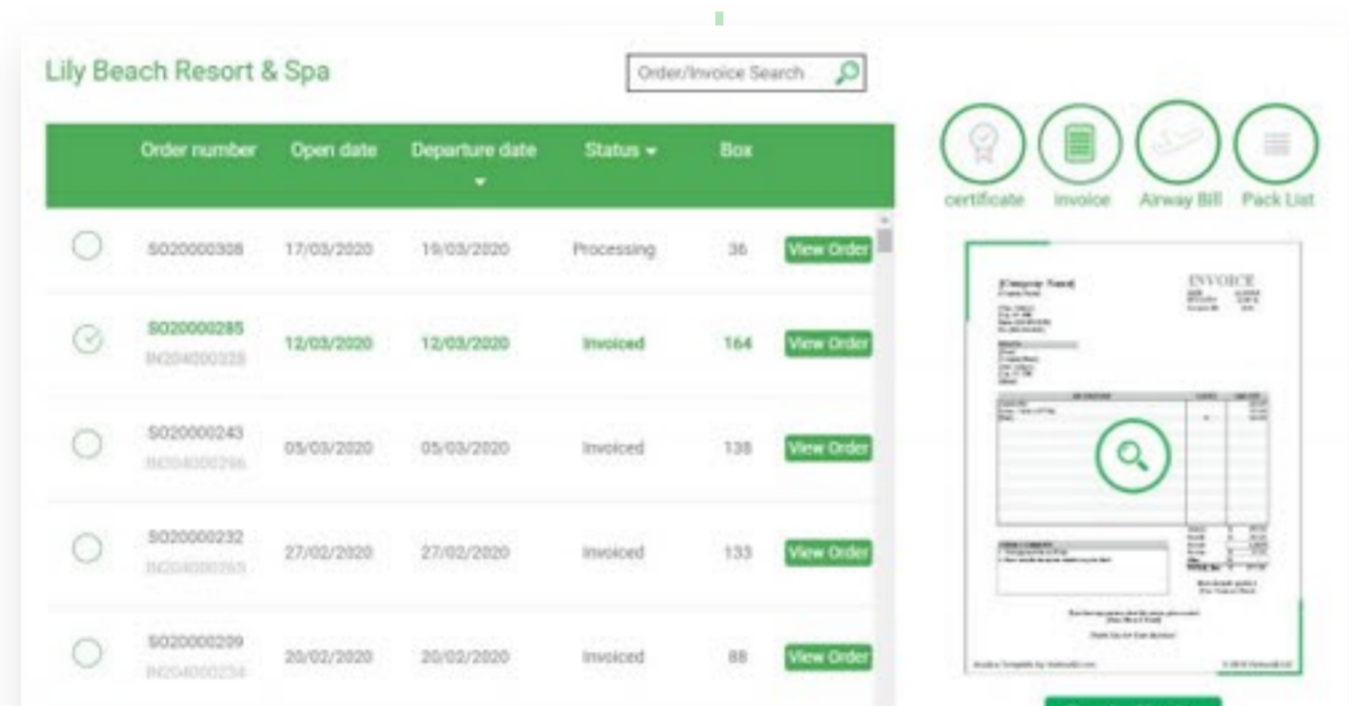
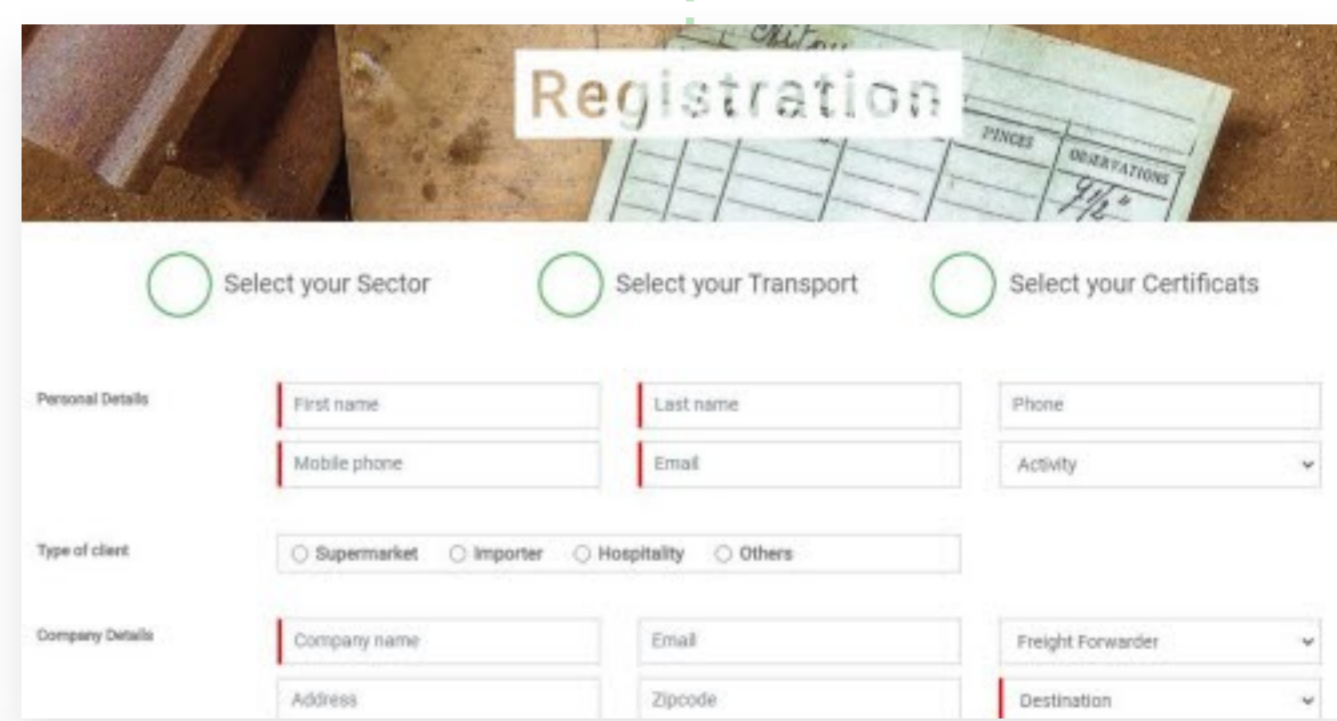


Web Solution

Shine Dezin's team developed a web solution for the client to easily manage 60,000+ products on the website by categorizing it in diverse groups

User Friendly

The team created a user friendly front-end for the customer to get registered on the website and easily order the products

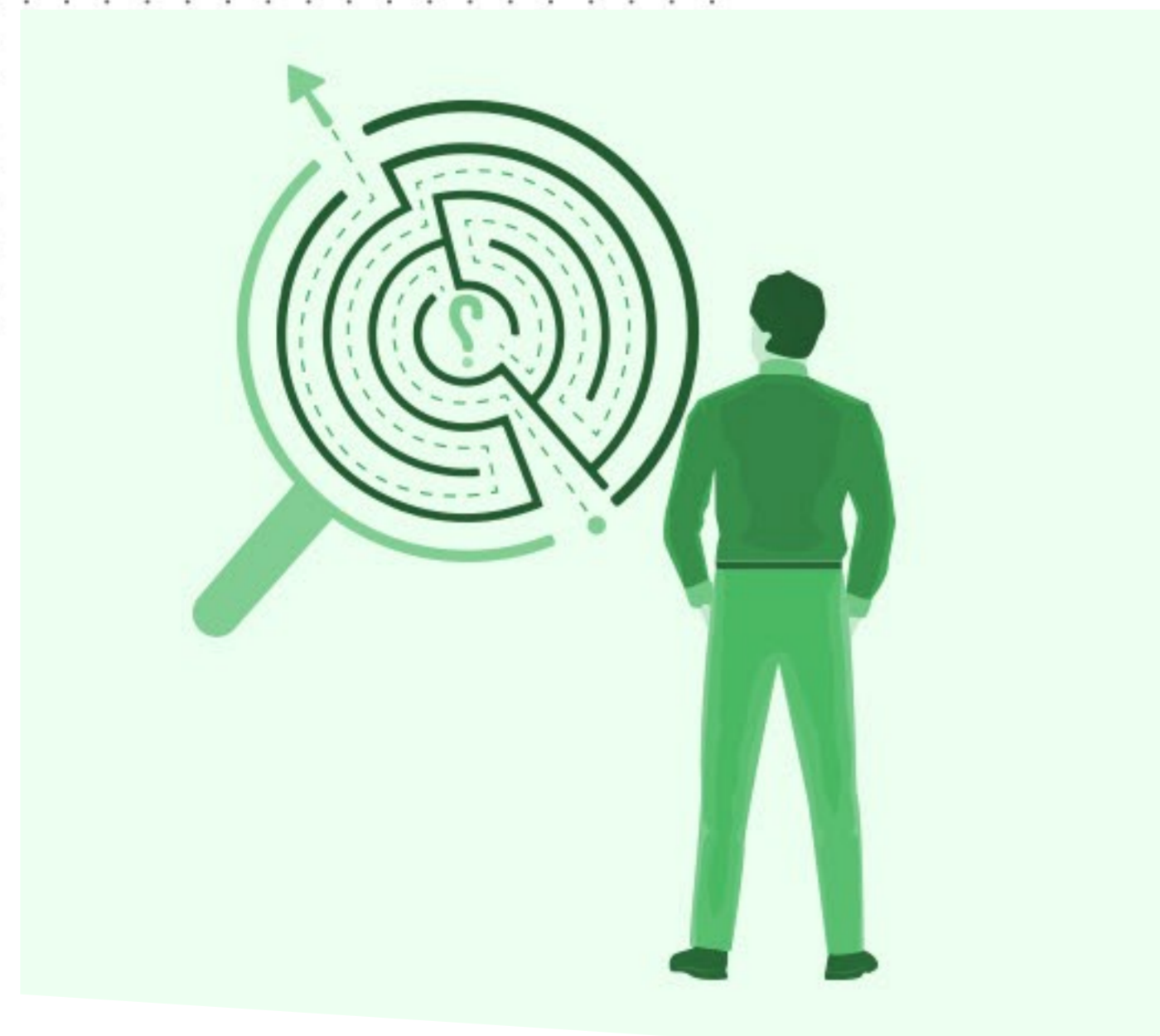


My Orders

The team designed "My Orders" Section, to allow customers check European Sanitary certification for export formalities, invoices, transport Bills and Pack list.

Our Solution

The team of Shine Dezin designed a complete digital solution using Core PHP. The new website allowing users to register, access the product information and place the request for the products on the same platform. Furthermore, the products categorized into diverse groups and sited on the website in a refined way to improve the search functionality. The whole web solution is developed in a way that the data can be easily fetched from the Priority CRM APIs and streamlined to the website easily. The team finally released its beta version which is continued



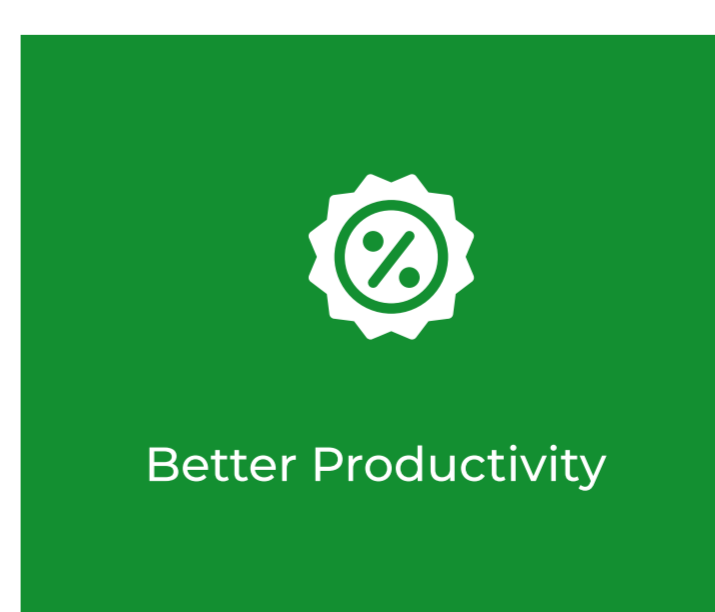
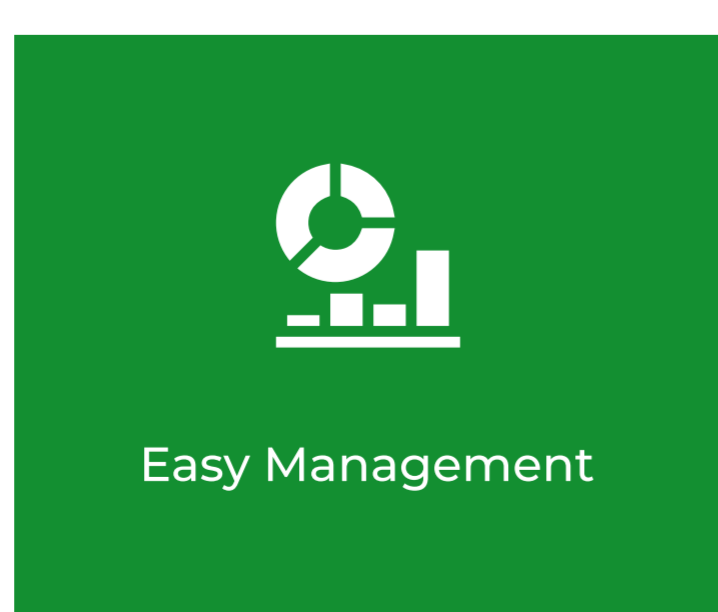
Challenges

It was challenging for our team to integrate Priority CRM with the client's website. The chances were high that streamlining huge amounts of data from CRM related to products and clients would slow down the website speed. Our team of experts ensured processing of gigantic data doesn't affect the speed of the website.

There were certain functions for which Priority CRM do not have prebuilt API's, so it was a challenge to contact their support team multiple times and get things working.

Impact

The integration of Priority CRM with the website helped to sort all the data related to business and manage it in a better way. After launching the digital platform, the client experienced the



About Shine Dezin Infonet

Established in 2009, we are one of the leading custom software development company providing solutions to enable digital breakthroughs for industry leaders and challengers. Our team of Certified Experts has delivered 1000+ custom software and mobile apps for startups and enterprises. Being an award-winning company, we have the expertise to streamline business processes and grow revenue with our digital services, adhering to the best industry standards and practices.