

CASE STUDY

Buy Auto Parts – ECommerce Website Development

THE CLIENT

Buy Auto Parts (BAP) is an auto parts Retailer Company headquartered in San Diego, California. BAP focusses on meeting customer needs through an extensive selection of quality auto parts, American customer service, and industry - leading warranties. In 2001, BAP started its online retail subsidiary selling automotive repair and performance parts through its e-commerce website.

THE CHALLENGE

1. Improve engagement of the visitors.
2. Increase Sales Throughput
3. Reduce Abandonment at Checkout
4. Make website Global Friendly and Improve Security

Improve User Experience

Buy Auto Parts has great product category depth and easy access to its stock inventory would easily boost its sales and set itself as the go to company to purchase any auto parts without hassle. We improved the website's user experience and implemented strategic concepts to ensure easy and quick access for any products even for a layman.

PROPOSED SOLUTIONS

Single page Checkout

Single-page checkout is faster; easier so more customers convert and reduce shopping cart abandonment rates. Shoppers know what they must do and where they are in the process. Each step of the process is clear and the single-page checkout has proved to have a better conversion rate and much better customer satisfaction due to lesser hassle during the purchase process.

Optimize website for international usage:

Optimizing the website for global reach not only multiplied the customer base and reach incredibly but also helped the company position itself as a global brand. As the website also provides PayPal configured for international sales, users can instantly pay globally with just a click of the mouse.

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Increase security:

HTTPS websites get a speed boost, better search engine rankings and fewer browser warnings. HTTPS also protects users against man-in-the-middle (MitM) attacks that can be launched from compromised or insecure networks. HTTPS traffic is encrypted and has secure transfer. This improved overall user's trust to purchase from the website due to improved privacy and safety for their data.

Holiday Promotions:

Holiday promotions and offers were provided through coupon codes which could be generated by the admin and shared to the customers. The usage of the promotional codes in the website was developed to be completely hassle free and easy to use.

THE RESULTS

The firm was named to Inc. Magazine's Inc. 5000 fastest growing companies list for 2011 (#1803), 2012 (#1575), 2013 (#2382), 2014 (#3339) and 2015 (#4463). The company was ranked number 31 in the San Diego Business Journal list of largest private San Diego companies for 2015. The solutions were implemented which resulted in significant improvement in sales throughput and site outreach.