MOYO

CRM system for one of Ukraine's leading online-shops
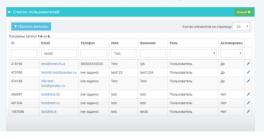
CASE STUDY

Moyo CRM is the system for management of goods and orders for one of Ukraine's largest online shops of electronics, home appliances, and other consumer goods.

IDEA

Online store MOYO contains thousands of goods with dozens of features, processes thousands of orders from a huge number of customers. The company needed a powerful CRM system to effectively manage all orders and customers' data.

TECHNOLOGIES AND TOOLS

- PHP
- Yii
- SOAP
- Rest

CLIENT

MOYO is a Ukrainian network of stores that have been working on the market for about ten years and is developing dynamically.

BUSINESS AREA

Retail, e-Commerce

CHALLENGE

This project was complex and challenging due to a large number of diverse data that had to be organized, and because of the need to develop a large number of different modules. The system had to optimize the work with orders, goods, and their categories, and also to output and analyze statistics by various parameters. In addition, it was necessary to synchronize CRM with 1C and to ensure the regular update of data in both systems.

SOLUTION

Synchronization of the CRM system with 1C was done using SOAP. The transmission of data (information update) from CRM to 1C is made regularly and automatically to keep all the information relevant. The CRM system consists of different modules: orders, users, goods and categories, delivery and payment, statistics. Each of these modules optimizes the work with the relevant type of information.

BENEFITS

Each module helps to perform a number of required operations. The Order module allows storing data on each order: type of order, payment status, delivery status, carrier, cost, a form of payment. The Users module contains all information about users with an option to add a new user. The Category module stores information about all product categories available on the site and detailed information on each category: active/inactive, option to purchase goods in this category on credit, delivery methods for goods in this category. The Goods module contains information about the number of units available, the price (displayed differently for different categories of users on the site - wholesale, retail, etc.), the status of the product - promotional, active, pre-ordered, archived, etc. The Delivery-Payment module allows one to moderate delivery and payment types. The Statistics module is intended for analytics and displays for each good/category/brand the number of views, the number of unique views, the number of additions to a shopping cart, the number of purchases, the number of purchases on credit, the number of times the product was added to favorites, etc.

FINAL RESULT

As a result of our work on this project, the client got a powerful and functional CRM system that helps the company to organize and conveniently process a large amount of information about products, orders, and customers.