



**NDOT Technologies PVT Ltd**

# Case Study

## Case Study

### Simmons N°1 Mondial – Ecommerce Solution

An ecommerce site for one of the world's largest bedding manufactures

**Industry:** Ecommerce

**Technology Used:** HTML5, JQuery, Magento Software

Simmons is a wide spread mattresses manufacturing company which has several factories across five continents. It has established as one of the largest bedding manufactures by providing the best comfort to the customers by researching on problems related to sleep. Simmons is located at Morocco since 1947 earning brand loyalty. The various products of Simmons include mattresses, bedding accessories, bedding, pillows, and furniture.

#### Challenge

The client was very much interested in developing a new site since the existing site had very less features. The challenge was to develop more interactive site which could attract the customers and retain them on the site. Client also wanted to introduce the loyalty program into the site in order to make the customers happy.

#### Solution

The ecommerce site for Simmons was developed by NDOT as a flourishing project in Magento Software which helps to create the most difficult project easily. Project development was done cost effectively with the open source platform. The site was developed with user-friendly features with easy navigation. User could find the required product by answering the questions asked by the site which reflects the features of interactive searching.

The site was developed with product centric concept. User could view the site information in English as well as French language which makes the site as Global online store. Money transaction was handled with ease on the site and made the checkout to be very easy as well as reliable. Unique theme was used for each page of Simmons ecommerce site with different layouts for each product presentation.

Customer profiles could be easily created which was useful for introducing loyalty programs. Two types of loyalty program was introduced on the site such as awarding points and sponsorship. In first

option, user will be awarded points on purchase which he can use for further shopping. In the second option of loyalty, the user has to refer friends to earn points which he can use for further shopping.

The site introduced responsive theme such that the site contents could be viewed properly on different browsers. The hoteliers could view catalog with real-time book reading feature to select the desired mattresses. User could make wishlist on the site. Separate options were available for contracted and hoteliers such that they find the information relevant to their search.

HIGHLIGHTS
<p>Challenge:</p> <ol style="list-style-type: none"><li>1. Develop feature-rich ecommerce site</li><li>2. Built an interactive website</li><li>3. Attract customers and retain them on site</li><li>4. Introduce loyalty program on site</li></ol> <p>Solution:</p> <ol style="list-style-type: none"><li>1. Created website using Magneto Software</li><li>2. Cost effective project development</li><li>3. Open source platform</li><li>4. User-friendly features</li><li>5. Easy Navigation</li><li>6. Interactive searching of products</li><li>7. View site in French &amp; English language</li><li>8. Easy checkout and money transaction</li><li>9. Easily create customer profiles</li><li>10. Manage loyalty program on site</li><li>11. Points and sponsorship loyalty</li><li>12. Catalog with real-time book reading option</li><li>13. Wishlist</li><li>14. Separate option for individuals/contracted/hoteliers</li></ol>

## Benefits

The key benefits upon implementation of new Simmons ecommerce website:

1. Interactive finding of products
2. Product-driven navigation
3. More conversion on site
4. Simple checkouts
5. Implementation of loyalty program

6. Unique themes for each product
7. Responsive theme to display site on different browsers.

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