

Softude

by **systematiX**
Digital Experience Partner



DCGPac A Game changer in Packaging Material Supplies in India

Disclaimer: Systematix Infotech is rebranded as Softude w.e.f. April 2022

Summarizing Situation

DCGPac (a DCG Tech Ltd. Initiative) is a single point of contact for buying packaging materials in India. They mostly cater to ecommerce players as these businesses find it difficult to get all packaging materials such as boxes, courier bags, airbags, packing rolls, packing tapes, angle boards etc. required under one roof for packing and making their products safe for transportation. DCGPAC solves their problem of contacting multiple vendors for different types of products and assortment buying. Today DCGPac is a leading name in B2B commerce of packaging material.

Business Requirement

DCGPac was having conventional feet-on-street sales team. Obviously, the market reach was limited. DCGPac was looking for a platform that is available 24/7 for their existing customers to order directly and at the same time, helps them generate leads for new business development.

The challenge was to have a User Experience and Design that combines ease of using for two different sets of customers – Retail customers who buy in small quantities and Corporate customers who are regular buyers and buy large quantities. A regular corporate buyer is interested to quickly browse their frequently bought products and check out. And also, get reminder on next purchase to avoid stock out situation. At the same time, first time buyers are interested in browsing all products available with DCGPac and order.

Resolution Impact

- 3X growth in business
- DCGPac has seen 30% M-O-M increase in Retail and/or MSME customer base
- Some of the top 10 ecommerce players in India buy their branded packaging material every Month from DCGPac

Resolution

Softude strategically planned the User experience to address needs of two different sets of customers – Retail as well as Corporate. For Retail customers, website and mobile app offer search, slab-pricing, add to cart and checkout. For Business customers, website offers a dedicated URL where they can quickly do purchase transactions and check out their dashboard.

An important aspect of ecommerce website is tight integration with the backend application for smooth order processing, inventory management and sourcing of material. Softude made this possible to automate all operations flawlessly giving them edge to serve their customers as swift ly as possible.

About Us




Softude (previously Systematix Infotech) is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. Softude is dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 30+ countries are engaging audiences in-venue, on the web, and on personal mobile devices. With a highly competent and trusted team of 378+ employees, Softude delivers digital brilliance that accelerates digital-first journey of brands

The company is a CMMI Level 3 appraised, ISO 27001:2013, and a Great Place To Work For Certified.

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