

2025

Case Study

A GROWING ECOMMERCE
BUSINESS, USA

Presented by

EFORCE

Growing eCommerce Business



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Introduction

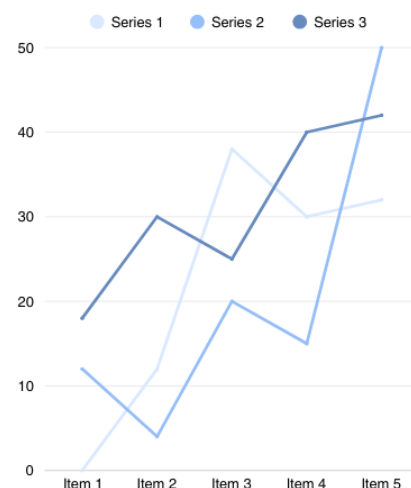
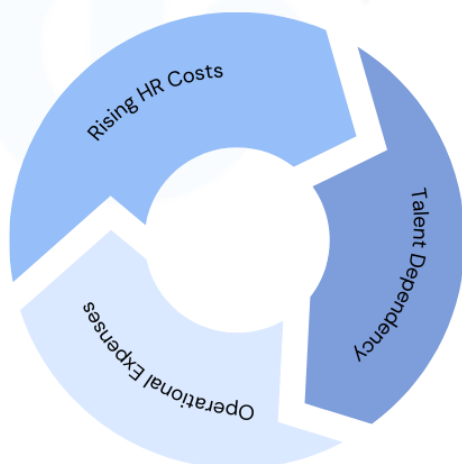
Founded in 2012, Fab Glass and Mirror set out to deliver comprehensive glass and mirror solutions directly to customers' doorsteps, focusing on exceptional customer satisfaction and strong relationship management. As the company experienced rapid growth, it sought cost-effective, scalable solutions to sustain its operations.

In 2015, Fab Glass partnered with eForce, embracing a staff augmentation model to outsource key functions. This collaboration has become a vital element of Fab Glass's strategy, driving significant cost savings, improved efficiency, and scalable growth. With over 70 remote resources from eForce and plans for further expansion, Fab Glass demonstrates how leveraging remote staffing can fuel growth while maintaining quality and trust.



Challenges and Solutions

Challenge	Solution	Result
Difficulty sourcing highly skilled in-house talent	eForce.ai provided access to top-tier remote professionals, trained in the latest tools and platforms	Improved operational output and consistent quality across departments
Limited capacity to scale specialized departments	eForce deployed expert resources on-demand, tailored for each role and function	Rapid scalability without compromising on performance
Overhead costs for training, hiring, and compliance	eForce managed full-cycle onboarding with pre-vetted professionals	Reduced internal burden and ensured immediate productivity
Need for quality and reliability in a remote setting	eForce enforced strict KPIs and continuous monitoring for all remote resources	Maintained service quality with measurable improvements in output
High-cost local hires with limited availability	eForce delivered high-quality resources from Lahore's tech-rich ecosystem at competitive rates	Maintained high standards at 75% lower cost



Transition to eForce

The partnership between Client and eForce began with a small experiment: outsourcing the development of a Magento-based website to a remote resource in India. The success of this initial trial led Client to seek a more comprehensive solution, focusing on staff augmentation with two critical requirements: trust and control. eForce met these criteria, starting with a single department and gradually earning Client's confidence to manage multiple operations.



PROBLEM IDENTIFICATION

Client identified departments struggling with inefficiencies or rising costs, prioritizing areas for improvement.



SOLUTION DEPLOYMENT

eForce deployed specialized remote resources tailored to address each department's specific challenges effectively.



CONTINUOUS IMPROVEMENT

As the partnership matured, eForce expanded its role, delivering prompt and measurable results across various functions.



INTEGRATION AND SCALING

By 2024, over 100 remote resources from eForce were integrated into Client's across departments with plans for further growth as Client scales.

Marketplaces Management Process

↑ 3X

Product Ranking Improvement

↑ 40%

Conversion Rates

↑ 50%

Ad Spend Efficiency

↓ 2X

Multi-Marketplace Sales



INTRODUCTION

The Marketplace Management team, supported by eForce.ai, ensures Client’s products remain competitive, visible, and optimized across leading eCommerce platforms. Through strategic market research, pricing alignment, and platform-specific strategies, the team consistently drives sales and enhances the company’s presence.

		Result
Market Research and Pricing Strategy	Client leverages eForce.ai’s expertise to monitor competitors and identify high-demand products. Pricing recommendations are shared with the Finance team, ensuring a competitive edge.	Aligned product selection and pricing keep Client ahead of market trends.
Multi-Platform Listings	With eForce.ai’s support, products are listed on 10 major platforms, including Amazon, Wayfair, Walmart, and Glass Genius, expanding reach and accessibility.	Enhanced visibility and access to a broader customer base.
Platform-Specific Optimization	eForce.ai specialists optimize listings using tools like A/B testing, paid campaigns, promotions, and on-page SEO to maximize visibility and conversions.	Improved product rankings, higher click-through rates, and stronger sales.

Key Challenge and Solution		
Challenge	Solution	Result
High competition on platforms like Amazon and Wayfair.	eForce.ai implemented A/B testing, SEO, and strategic paid campaigns to improve rankings and boost visibility.	Client stood out in competitive markets, increasing sales and click-through rates.

eStore Development

↓ 30%

Development Timelines

↑ 75%

Cost Savings

↑ 50%

Conversion Rates

↑ 3X

Scalability Performance

INTRODUCTION

eForce.ai provided skilled staff who played a critical role in developing and managing an integrated suite of software platforms to support the client's operational needs. This includes a high-capacity eCommerce website, a robust CRM system, and an iOS mobile app for warehouse operations. These platforms, designed and maintained by eForce's team, enable seamless departmental collaboration, optimize customer service, and drive operational efficiency for both B2B and B2C processes.



Platforms Developed and Managed by eForce.ai

ECOMMERCE WEBSITE

The website, designed for high performance, caters to both B2C and B2B customers and efficiently handles millions of products.

DEVELOPMENT STACK

- Frontend: Magento 2
- Backend: Custom PHP, jQuery
- Database: MySQL
- Server: Managed Server

KEY FEATURES

- B2C and B2B Portals for diverse customer needs.
- Real-time Order and Inventory Management.
- Product and Customer Management tools.
- Third-Party API Integrations for marketplace connections.
- Discount and Promotion Management.

COMPREHENSIVE CRM

The custom-built CRM serves as a centralized hub, integrating all business operations into one cohesive platform. It supports key functions across supply chain, sales, customer support, and more.

HIGHLIGHTED FEATURES

- **Supply Chain Management:** Real-time inventory tracking, vendor performance monitoring, and purchase order tracking.
- **Order Management:** Seamless order processing, synchronization across platforms, and returns management.
- **Quotations & Estimations:** Custom pricing tools and special discount management for tailored offers.
- **Customer Support:** Ticket tracking, automated follow-ups, and satisfaction monitoring.
- **Sales Management:** Sales pipeline tracking, revenue forecasting, and performance analytics.

IOS MOBILE APP

Designed specifically for warehouse operations, the iOS app synchronizes inventory and order management with the CRM, ensuring real-time updates and efficient fulfillment.

KEY FEATURES

- Frontend: iOS
- Database: MySQL
- Server: Managed Server

KEY CHALLENGE AND SOLUTION

Challenge

Centralized System Performance and Update Risks. Initially, all systems were hosted on a single server, resulting in slow performance and significant risks during updates as the database grew.

Solution

eForce.ai restructured the system architecture, dividing it into two independent servers one for the website and one for the CRM connected via APIs. This approach reduced server load, allowed updates, and ensured functionality.

Result

- Enhanced website responsiveness and performance.
- Risk-free updates without system-wide downtime.
- Improved user experience for customers and internal teams.

Supply Chain Management

↑ **98%**
Inventory Accuracy

↓ **40%**
Shipping Costs

↓ **50%**
Vendor Response
Times

↑ **95%**
On-Time Delivery

↓ **80%**
Stockout Instances

INTRODUCTION

The Supply Chain department plays a pivotal role in ensuring product availability, quality, and cost efficiency for both readymade and custom-made products. With the support of eForce's AI-enabled staff, the client optimized vendor relationships, streamlined logistics, and maintained precise inventory control, driving operational excellence and cost savings.



SUPPLY CHAIN PROCESSES

READYMADE PRODUCTS

The Supply Chain team effectively manages sourcing, shipping, and inventory processes for all readymade products.

Product Sourcing	New product opportunities are evaluated based on Marketplace Management team recommendations. If existing vendors cannot meet pricing standards, new vendors are identified and evaluated.
Vendor Negotiations	Cost-effective pricing is secured through strategic negotiations, ensuring quality standards are upheld.
Shipping Coordination	• Shipments from vendors, primarily in China, are coordinated for timely and cost-efficient delivery. • Favorable shipping rates are negotiated, and container space is optimized by collaborating with multiple vendors. • Real-time shipment tracking ensures secure and punctual delivery to the warehouse.
Inventory Management	• Inventory levels are monitored to avoid stockouts or surpluses. • Timely orders are placed, and adjustments are made proactively to meet customer demands.
Quality Control & Customer Support Coordination	• Product complaints are resolved through vendor coordination for refunds or replacements. • Quality standards are maintained by holding vendors accountable for defective or damaged items.

CUSTOM-MADE PRODUCTS

The Supply Chain team delivers tailored solutions for custom orders with precision and efficiency.

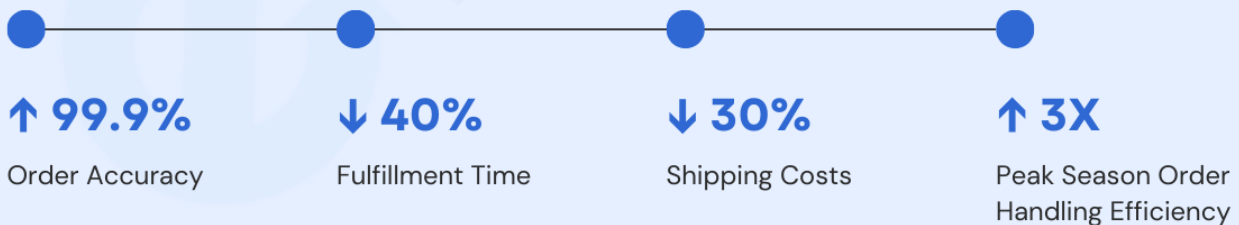
Custom Order Management	Specifications from the Sales team are reviewed, and vendor capabilities are assessed to meet requirements.
Vendor Selection and Negotiation	Suitable vendors are identified from the existing network or sourced anew to ensure quality and cost-effectiveness.
Timely Delivery Assurance	Orders are tracked and coordinated with vendors to meet delivery timelines.
Quality Assurance and Refunds	Refunds or replacements are negotiated for defective products, maintaining high customer satisfaction.

Key Challenge and Solution		
Challenge	Solution	Result
Managing Shipping Efficiency Across Multiple Vendors Coordinating shipments from multiple vendors, optimizing container usage, and ensuring timely delivery posed significant challenges, especially with international suppliers.	A dynamic shipping coordination system was implemented, integrating real-time container tracking with vendor collaboration tools. Shared container space among vendors and better rate negotiations minimized delays and enhanced cost efficiency.	• Shipping costs are reduced by 50%. • On-time delivery rate improved to 90%. • Enhanced vendor accountability ensured better product quality and fewer disputes.

By leveraging eForce.ai's skilled resources and AI-driven efficiency, the client's supply chain processes have transformed into a robust and scalable operation.

Order Management and Logistics

Efficient order management and logistics are critical for the client's success. With eForce.ai's skilled staff, the client ensures precise tracking, seamless inventory control, and reliable carrier coordination to deliver accurate and timely order fulfillment across platforms.



Order Management and Logistics Processes

		Results
Order Collection and Entry	Orders are collected from multiple marketplaces and the eCommerce website. Some platforms offer API integration for automatic order entry, while others require manual input into the CRM.	Accurate order collection minimizes delays and ensures smooth order processing.
Shipping Label Generation and Warehouse Coordination	Shipping labels are generated after orders are entered into the system, and the team coordinates with warehouse staff to prepare shipments.	Efficient label generation and coordination streamline fulfillment and reduce processing time.
Carrier Management and Coordination	The team manages all aspects of carrier logistics, including: • Carrier Selection and Negotiation • Order Assignment • Dispute Management • Invoice Verification	Optimized shipping costs and reliable deliveries enhance overall logistics efficiency.
Manual Inventory Updates and Quality Assurance	• Inventory Management • Quality Control	Accurate inventory management and consistent quality checks build trust and reduce complaints.

KEY CHALLENGE AND SOLUTION

Challenge

Maintaining Inventory Accuracy Across Multiple Platforms.

Issue: With many marketplaces lacking API support, the team must manually update inventory, increasing the risk of discrepancies that could lead to overselling or stockouts.

Solution

eForce.ai's staff implemented a manual inventory management routine integrated into the CRM. Dedicated team members monitor stock levels and update listings on a regular schedule. Additionally, real-time inventory reporting tools in the CRM allow for rapid identification and resolution of potential discrepancies.

Result

- Improved inventory accuracy.
- Reduced risk of stockouts and overselling.
- Enhanced customer experience with reliable product availability across platforms.

This structured approach, powered by eForce.ai's dedicated resources, ensures seamless order fulfillment and logistics management while driving efficiency and reliability.

Dedicated Sales Team

↓ **60%**

Response Time to
Inquiries

↑ **45%**

Lead Conversion Rates

↑ **35%**

Follow-Up Success
Rate

↑ **25%**

Client Retention Rate

↓ **50%**

Sales Cycle Time

↑ **2X**

Revenue Growth
Per Lead

INTRODUCTION

eForce's Dedicated Sales team is laser-focused on closing deals, free from non-sales distractions. This exclusive focus boosts efficiency, lead conversion, and overall revenue growth.



SALES PROCESS AND RESPONSIBILITIES

		Results
Lead Qualification & Prospecting	AI-driven tools identify high-potential leads, allowing the team to prioritize outreach for better conversions.	Higher-quality leads and improved conversion rates.
Personalized Outreach & Engagement	Using email, LinkedIn, and calls, the team nurtures relationships, enhanced by AI automation tools like HubSpot and LinkedIn Sales Navigator.	Increased engagement and better conversion ratios.
Sales Pitch Optimization & Negotiation	AI analytics refine pitches and objection handling, ensuring persuasive and tailored communication.	Higher deal closure rates and shorter sales cycles.
Lead Nurturing & Follow-ups	Automated reminders and structured follow-ups ensure no lead is lost.	Improved follow-up success and higher retention.
Closing Deals & Seamless Handoff	Once a deal is closed, tasks are passed to relevant departments, ensuring smooth onboarding.	Faster onboarding and reduced post-sales friction.

Customer Support Center Management

↓ **50%**
Response Time

↓ **40%**
Resolution Time

↑ **95%**
Customer Satisfaction

↓ **75%**
Support Costs

↑ **30%**
First Contact Resolution

COMPLAINT RESOLUTION

Addresses complaints across multiple channels, including calls, emails, social media, and marketplaces, ensuring swift and effective resolutions.

Result: Faster complaint management boosts customer satisfaction and reduces negative feedback.

SWIFT RESPONSE TO ONLINE FEEDBACK

Monitors and responds to feedback on platforms like social media, Google, marketplaces, and the company's website.

Result: Timely engagement strengthens brand reputation and fosters customer loyalty.

ORDER STATUS AND ETA QUERIES

Handles questions about order completion and delivery timelines by coordinating with the Operations team to provide accurate updates.

Result: Transparent communication reduces customer anxiety and reinforces trust in the service.

TICKET RESOLUTION AND COORDINATION

Reduces ticket closure time by efficiently coordinating with relevant departments to resolve issues.

Result: Faster issue resolution enhances both customer satisfaction and operational efficiency.

REFUND AND COMPENSATION MANAGEMENT

Processes refund and compensation requests transparently and promptly to ensure fairness.

Result: Transparent handling builds trust and enhances the overall service experience.

QUALITY ASSURANCE FOR CSRS

Conducts regular quality checks on Customer Service Representatives (CSRs) to ensure high performance and address areas for improvement.

Result: Continuous quality control maintains service excellence and drives improvement.

Key Challenge and Solution	
Challenge	Managing Customer Inquiries About Delivery ETAs
Issue	Frequent inquiries about estimated delivery times (ETAs), especially during delays, create dissatisfaction.
Solution	eForce's customer support staff proactively coordinates with the Operations team to provide accurate updates or expedite delayed orders. This ensures customers receive reliable information and minimizes frustration.
Result	Improved communication and timely updates increase customer trust, enhance reliability, and elevate satisfaction levels.

Digital Media Marketing

↑ **12X**

Marketing ROI

↓ **40%**

Customer Acquisition
Costs

↑ **200%**

Website Traffic

↑ **3X**

Conversion Rates

↑ **50%**

Ad Spend Efficiency

INTRODUCTION

eForce.ai's Digital Media Marketing team empowers clients to enhance brand visibility, engage audiences, and drive sales through a comprehensive digital marketing strategy. Leveraging both organic and paid channels, the team ensures a seamless integration of marketing efforts tailored to achieve measurable results.



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DIGITAL MEDIA STRATEGY AND CHANNELS

SOCIAL MEDIA MARKETING (ORGANIC AND PAID)

Platforms: Meta (Facebook and Instagram), Pinterest, TikTok, YouTube, and X (Twitter).

Activities: Engaging content creation, community management, and platform-specific paid campaigns to reach targeted audiences effectively.

Result: Enhanced brand awareness, stronger audience engagement, and increased website traffic.

PAY-PER-CLICK (PPC) ADVERTISING

Channels: Google Ads and Bing Ads, executed in collaboration with a specialized agency.

Strategy: The agency manages campaign optimization to ensure maximum ROI by targeting high-intent audiences.

Result: Increased website traffic and improved conversion rates, significantly boosting sales performance.

IN-HOUSE DIGITAL MARKETING SERVICES

- **Social Media Management:** Builds a cohesive brand presence through consistent content and engagement.
- **Email and SMS Marketing:** Converts leads and nurtures customer loyalty with personalized campaigns.
- **Affiliate and Influencer Marketing:** Expands reach and credibility through partnerships.
- **SEO:** Improves search engine rankings with on-page and technical optimization.
- **Content Writing:** Delivers impactful blogs, email campaigns, and social content to engage and inform customers.

Result: A cohesive, in-house strategy ensures consistent messaging and enhances multi-channel performance.

Impact and Results	
Brand Visibility	Multi-platform campaigns drive significant traffic and awareness.
Conversion Rates	Achieved a 12X increase in yearly conversions through targeted digital efforts.
Customer Engagement	Robust email, SMS, and affiliate marketing build long-term loyalty and boost repeat purchases.

This dynamic strategy, driven by eForce.ai's dedicated team, allows businesses to harness the full potential of digital media for sustainable growth.

Human Resource Capital Management Services

↓ 40%
Recruitment Time

↑ 99.9%
Payroll Accuracy

↓ 80%
Compliance Breaches

↑ 75%
HR Cost Savings

INTRODUCTION

eForce.ai provides its client with comprehensive HR services through a remote staff augmentation model, featuring a consultant based in the USA for seamless local management. By handling recruitment, payroll, policy development, compliance, and more, eForce ensures smooth and efficient employee management, driving organizational growth and operational excellence.

HR Services Provided

Recruitment and Staffing	eForce oversees end-to-end recruitment, including job postings, candidate screening, initial interviews, scheduling, and onboarding support. Result: Streamlined processes ensure skilled talent acquisition, driving the client's growth.
Payroll Management	Handles payroll processing, timely salary payments, deductions, and tax compliance. Result: Accurate management fosters compliance and boosts employee satisfaction.
Policy Development and Implementation	Assists in creating and enforcing HR policies related to attendance, leave, and conduct. Result: Clear guidelines enhance professionalism and consistency across the organization.
Compliance and Legal Support	Ensures adherence to labor laws, benefit regulations, and HR compliance standards. Result: Proactive compliance management mitigates legal risks and upholds industry standards.
Employee Offboarding and Exit Management	Manages smooth employee exits, including exit interviews and documentation provision. Result: Positive relations with former employees and strengthened professional reputation.
Document Management and Administrative Support	Provides employees with certificates, salary confirmations, and other necessary documents upon request. Result: Quick access to documentation enhances employee satisfaction and trust.

CLIENT FEEDBACK

"Partnering with eForce.ai has been a transformative experience for our business. Their AI-enabled staff augmentation model has significantly streamlined our operations, reduced costs, and enhanced efficiency across all departments. From supply chain to digital marketing and customer support, the expertise and dedication of their team have exceeded our expectations. We've achieved remarkable growth and profitability while maintaining high standards of quality and customer satisfaction. eForce.ai is more than just a service provider—they are a strategic partner in our success."

Conclusion

The partnership between eForce.ai and its client exemplifies how AI-enabled staff augmentation can drive significant operational efficiency, cost savings, and scalable growth. By leveraging specialized remote teams, the client has successfully optimized processes across multiple departments, from supply chain and customer support to digital marketing and order management. These enhancements have not only reduced costs but also improved customer satisfaction, increased revenue, and strengthened the client's market position.

eForce.ai's tailored approach and commitment to excellence demonstrate the power of technology-driven solutions in overcoming complex challenges and achieving measurable results. As the client continues to expand, eForce remains a trusted partner in ensuring sustainable and profitable growth.

Reach Us Out

We are ready to grow our business better and help you be the best one



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