



E-COMMERCE HEALTH CHECK

We believe in a better tomorrow at Nexer Unified Commerce. That tomorrow starts with the eyes seeing things differently and with those who get things done. We know what it takes to build a successful e-commerce business and that in an industry of constant change, always be one step ahead.

You visit the dentist once a year, take your car to the mechanics, and Medtech is hotter than ever. Working proactively is the new black. How proactive are you in your e-commerce business?

“By working proactively with health checks for your e-commerce site, you can make sure its performance is optimized, sell more and grow faster.”

– *Sofie Hedman, Business analyst and project manager at Nexer Unified*

What's a health check for e-commerce?

At Nexer Unified Commerce, we understand that e-commerce isn't just a technical system; it's an ecosystem where all areas of your e-commerce business need to be correctly optimized to be successful. E-commerce is an industry of continuous change, a never-ending project, and the work of refinement and development is essential for you to meet your customers need. Your platform, logistic, tech, marketing, conversion and business systems need to be working seamlessly together.

That is why we have developed our new offer, The Health Check for e-commerce, where our business developers work side by side with our system developers to optimize your shop. In the same way that you visit the dentist once a year or take your car to the mechanics, you should work proactively with the data you have in your e-commerce business. In this unique service, we look at the whole picture of your e-commerce business and how you wish to go, rather than only one area that could be common in other check-ups.

It means that we will do a deep analysis of your shop where we measure your data from all areas from a growth perspective. We know that the challenges e-commerce managers are facing could be very different for different shops. If logistics is a challenge in one business, payments can be the challenge of another.

“Nexer was innovative and robust support for us when we developed a new logistic flow for our returns. A flow that would simplify the process for both our customers and us.”

– Johanna Jörgner, Head Of PMO, Nelly.com

Another common challenge is that you may have different systems and platforms but only use some parts of them, where some functions overlap the systems. With our background in system development for e-commerce, we have a whole team of system developers who can analyze the choices of platforms and systems to use the full potential for what you are paying for. It will save you both time and money in the long run. PIM, Platforms and CRM are just some of the systems we are experts on.

By analyzing all areas and systems of your e-commerce, regardless of if it's logistics, marketing or any of the other areas you are working with, we will be able to find a fitting solution for your challenges, as we did for Nelly.com.



WANT TO KNOW MORE?

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How to increase sales with a Health Check

How you work with branding and core messages for your e-commerce business shouldn't only be something that your brand manager is working with, it should be in your DNA. Suppose you market yourself with having the most extensive assortment. In that case, the site should also be able to manage the most extensive assortment, and you need to adapt your logistic, PIM system and platform to handle a large amount of SKU's.

Regardless of your core message to your customers, your systems need to be able to back it up. Then add if you are active in different markets or manage more than one URL, then we are talking about the eco-system of e-commerce, and an Omni perspective is vital.

With our senior e-commerce specialists, we make sure your dreams don't only stay at dreams. We make them come true, we fulfil them, and we will help you push your business in the right direction.

It can mean we need to create a technical solution, that we need to improve traffic or investigate your logistics. Regardless of your challenge, with the Health Check, we will find a solution.

Everyone can't be the expert on everything. Still, we have gathered the best specialist in the business, and together we at Nexer Unified Commerce has helped some of the world's most successful e-commerce businesses to grow.

Why Nexer Unified Commerce

With a strong track record in e-commerce, tech, marketing and international development, we dare to say that we know what it takes to help you grow your business. Because if you are successful, so are we. At Nexer, we have improved web experiences for over 30 years, and our consultants have worked with and at some of the world's most successful e-commerce companies.

If you have a dream, we have a solution.

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