



**Softtek**<sup>®</sup>

**CASE STUDY** | RETAIL

# Top office supplier redesigns promotional product platform with end-to-end nearshore teams







# About the customer

A leading supplier of office products and business services, serving a diverse range of businesses and consumers.



**Comprehensive catalog of office products, furniture, electronics, facilities management supplies, and business support services**



**10,000+ employees**



**1,000+ retail locations in the U.S.**





# Business challenges

With trade shows, corporate events, and promotional campaigns becoming more prominent, our client's custom promotional product division was poised to capitalize on increased demand. However, the existing system took far too long to configure new vendors' e-commerce offerings, delaying time to market. This inefficiency resulted in fewer product options for end customers and dissatisfied vendors who relied on the platform to meet their revenue goals. To address these issues, our client wanted to redesign its custom promotional products platform with the following goals.



1

Streamline the process to quickly onboard new vendors into the ecommerce environment.

2

Offer vendors extensive options to customize product listings, including size, color, material, and detailed instructions for features such as custom embroidery.

3

Develop robust search capabilities to help end customers easily find and select their desired custom promotional products.

4

Decrease the timeline from contract signing to full vendor integration from one month to less than two weeks.





# How Softtek comes into play

Softtek was selected for its ability to offer highly flexible contract models and an efficient onboarding process, seamlessly accommodating frequent scope changes. The primary focus of our engagement was redesigning the custom promotional products ecosystem. This comprehensive effort involved developing, testing, maintaining, and supporting new applications and features. As we continued to achieve results, the client ultimately transitioned us from complementing their teams with the required skill sets to asking our nearshore teams to handle end-to-end continuous product engineering and operation.

**Development and QA:** Developed and performed regression automation for various vendor-facing, customer-facing, and internal applications and features to streamline the entire custom promotional products ecosystem for all users. Technologies used primarily included .NET and Java, with additional languages employed as needed.

**Maintenance and support:** Managed the go-live and ongoing maintenance of all newly developed applications and features. Also integrated tools to support root cause analysis and implement permanent solutions, substantially reducing the support backlog.

**Areas impacted:** The custom promotional products ecosystem and all connected systems and processes, including the vendor integration process, product search optimization, payment method integration, pricing and promotions platforms improvement, and internal systems optimization for order processing and material requests.





# Business impact

The redesigned custom promotional products ecosystem significantly boosted vendor and customer satisfaction, as well as operational efficiency.



Reduced the timeline from contract signing to new ecommerce site setup from one month to fewer than two weeks.



Decreased the support ticket backlog by approximately 87% due to robust root cause analysis.



Gave the client an avenue to create and test smaller-scale solutions to measure impact and estimate total conversions.



#### ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

[info@softtek.com](mailto:info@softtek.com) | [softtek.com](https://softtek.com) | [privacy note](#)