PeerStory: Softline eCommerce Solution

This PeerStory is a collection of quotes from a real user sharing their experience using Softline eCommerce Solution on IT Central Station.

Andre M.
Digital Marketing Country Manager, Brazil at Avast Software

★★★★☆

Use Case

We have operations worldwide. For every location where Avast is in the world, we try to create a customized solution for our clients. We have specific types of payments. So, we have a specific type of user experience when clients are buying products.

Softline eCommerce provides us with the ability to customize the customer experience, and that is very valuable for us.

❝

...it has really helped us to increase our sales.

Results

Brazil is a very specific region in the world in terms of payment methods for eCommerce. About two or three years ago, we started speaking with Softline to see how we make our shopping carts easier for the user to complete the payment. We went to Softline with this problem, and they came up with a solution for us to decrease the number of fields from 10 to five, which helped to **increase our conversion by roughly 10 percent.**

❝

Softline eCommerce provides us with the ability to customize the customer experience, and that is very valuable for us.

Valuable Features

The ability to have their solution connect to our internal IPM. **This is very good and helps us**, considering that most of our sales are done via our internal IPM. Having a platform that can use the interface of our IPM, and make transactions on it, is really good.

It provides local payment methods.

Softline's customer support is quite good. Everyone inside Softline is very active, and they try their best.

ROI

The solution will give me back the investment that I put into it.

We are adopting Softline solutions in more countries now, i.e., Poland, Czech Republic, Slovakia, and the Balkans. All these regions are now using Softline eCommerce. So, it has really helped us to increase our sales.

Read the full review »

IT Central Station
Unbiased reviews from the tech community

CIO
FROM IDG