

OVERHAUL OF THE EXISTING E-COMMERCE PLATFORM



➤ CONTEXT & CHALLENGE

The Lafayette Conseil network represents 137 pharmacies throughout France with 51,000 checkouts per day and 523 million euros in turnover. Lafayette Conseil was the precursor of e-commerce for pharmacies by moving away from standards. SQLI created the new platform.

The objective is to redesign the platform to adapt it to the market and meet regulatory constraints and market standards to promote the extension of the Lafayette network.

➤ PROFIT & ROI

- Cost optimization, Magento + stable, + efficient, + features, + customized, + secure and + scalable offer
- . Essential e-commerce widgets (product push, wishlist, etc.)
- PIM Akénéo merged with the Lafayette catalog
- Marketing retargeting
- Blog content on a cross-platform platform for all corners



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➤ SERVICE PROVIDED

- Recommendations and advice
- UX & UI design
- Accommodation
- Magento design
- Akénéo digital catalog
- Configuration & Integration
- Agile management
- Compliance with health data in accordance with current regulations

