Client Success Story

New Zealand's Top Multi-Sport Retailer



Discover how Altumind Digitally Reinvented New Zealand's Top Multi-Sport Retailer with Headless e-commerce & AI Personalization

Industry: Sports Retail

Solution: Comprehensive Headless e-commerce Platform

Client Overview

Established in 2012, this retailer has evolved from a cricket-focused store to New Zealand's premier multi-sport equipment destination. With partnerships spanning 130+ brands, it serves a diverse customer base including athletes, parents, schoolteachers, and coaches. Its mission focuses on providing high-quality sports equipment, footwear, teamwear, and supporters' gear across multiple sporting codes including cricket, netball, rugby, football, racket sports, hockey, and basketball.

Quick Facts

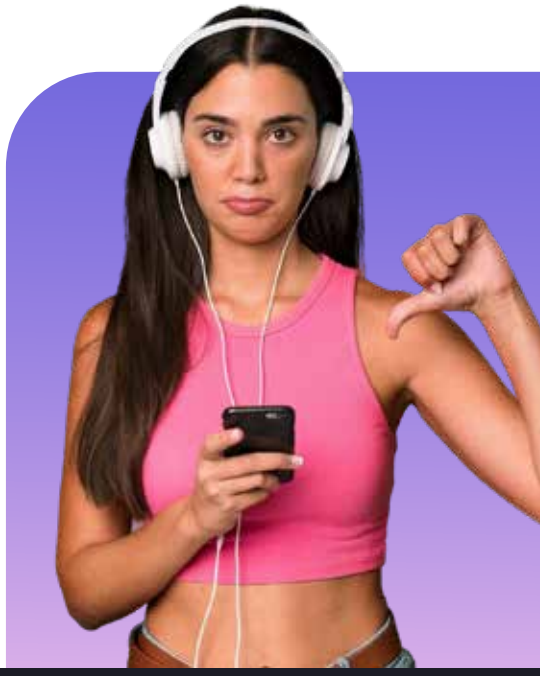
- **65%** Faster page load
- **28%** Boost in repeat purchase
- **23%** More abandoned carts recovered

Challenges

The retailer faced significant challenges in managing a vast, multi-category inventory across various sports. Its legacy e-commerce platform lacked the flexibility to scale, leading to slow page loads, limited customization, and high cart abandonment rates.

It wanted to offer personalized experiences for its diverse audience—athletes, parents, and coaches—and find ways to recover lost sales, build customer loyalty, and re-engage users through social media and email.

Manual product management, a non-mobile-optimized site, and limited customer insights further hindered its ability to deliver a seamless, modern e-commerce experience. These limitations made implementing a successful omnichannel strategy and driving growth in a digital-first world increasingly difficult.



Our Solution

The platform was developed with a focus on creating an intuitive and performance-optimized sports shopping experience. The solution incorporated multiple specialized features:

Headless E-Commerce Architecture

- **Decoupled Systems:** Enables quick, independent updates and fast optimizations, providing flexibility to scale as the sports retail market evolves.
- **Seamless System Integration:** Facilitates seamless data flow across inventory systems, payment gateways, and customer engagement tools, ensuring smooth cross-channel operations.
- **Progressive Web App (PWA):** Delivers an app-like experience across devices without the need for downloads, providing a seamless mobile shopping experience for sports enthusiasts.



Advanced E-Commerce Features

- **Cart Abandonment Recovery:** Automated reminder systems help recover lost sales, a crucial tool in sports retail where purchases can be influenced by product availability and promotions.
- **Intelligent Search:** Enables ultra-fast, intuitive product search within 3 seconds, helping customers find sports gear quickly and efficiently.
- **Advanced Filtering:** Allows customers to filter by sport, brand, size, price, and other attributes, improving the product discovery journey for athletes and coaches.
- **Product Comparison:** Facilitates side-by-side product comparisons, aiding customers in making smarter decisions for their sporting needs.
- **Wishlist:** Lets customers save their favorite products for future purchase, encouraging return visits for upcoming sports seasons or special events.

Personalization Engine

- **AI Recommendations:** Suggests relevant sports products based on user behavior and preferences, increasing cross-selling and upselling opportunities.
- **Loyalty Program:** Encourages repeat business by rewarding customers for their purchases, building loyalty in a competitive sports retail market.
- **Behavior Analytics:** Tracks customer activity to refine product recommendations, offering personalized experiences for athletes, coaches, and parents.

Seamless Integrations

- **Social Media Retargeting:** Helps the retailer re-engage potential buyers by targeting ads on platforms where its audience is most active, such as Instagram or Facebook.
- **Secure Payments:** Supports multiple secure payment methods, ensuring smooth transactions for customers purchasing sports gear.
- **E-Gift Cards:** Provides a convenient, digital gifting option for customers, especially during peak seasons like back-to-school or major sports events.

Business Intelligence

- **Traffic Analytics:** Tracks detailed visitor data, including device, OS, and geographic information, enabling targeted marketing efforts and optimized inventory management.
- **Sales Dashboards:** Real-time reporting on conversions and revenues, allowing the retailer to make quick adjustments to promotional strategies and pricing.
- **Inventory Management:** Automates stock tracking and alerts, ensuring that the right products are always available during peak shopping periods for sports enthusiasts.

The Implementation Journey

Altumind's expert team methodically addressed the client's complex requirements through thorough discovery, strategic architecture design, and development of a tailored headless commerce solution. We enhanced performance by implementing advanced caching strategies alongside server-side rendering, ensuring lightning-fast page loads even for mobile users.

Our solution features a custom-developed storefront optimized for user experience, with intuitive navigation structures organized by sporting codes. Our technical expertise shines in the integration between the commerce engine and the frontend presentation layer, creating a unified ecosystem that preserves data integrity while enabling multi-channel shopping experiences across the sports retail platform.

Results

Altumind's solution has delivered impressive results for the retailer, transforming its online shopping experience. By streamlining the customer journey, enhancing mobile performance, and improving product discovery, we've made shopping faster and more intuitive. Our personalized approach has led to increased customer engagement, while automated inventory management has optimized its operations.

With a focus on scalability, our headless architecture has positioned the retailer for sustained growth in a competitive market. The solution not only addressed its immediate challenges but also provided a solid foundation for future success, giving it a significant edge in the digital sports retail landscape.



Key Transformative Solutions Delivered

- Headless e-commerce architecture
- Mobile-responsive Progressive Web App
- AI-powered product recommendations
- Cart abandonment recovery system
- Social media retargeting integration
- Loyalty points program implementation
- E-Gift cards functionality
- Real-time analytics and reporting

Empowering Businesses with Digital Innovation & Human-Centric Solutions

Altumind is a digital solutions powerhouse committed to helping businesses thrive in today's ever-evolving digital landscape. We bring together cutting-edge technology, data-driven insights, and human-centered design to drive impactful digital transformation.

As a strategically, we deeply understand your business challenges, leveraging AI, RPA, and cloud computing to craft tailored solutions that maximize ROI, streamline operations, and deliver measurable growth.



Experience Design

Crafting intuitive user experiences that enhance engagement and drive customer satisfaction.



AI & Automation

Leveraging AI, RPA, and advanced analytics to optimize operations and enhance decision-making.



Cloud Solutions

Empowering businesses with cloud-native architectures for scalability and efficiency.



Data Analytics

Transforming raw data into actionable insights to drive informed decision-making.



Digital Strategy and Consulting

Guiding businesses in their digital transformation journey with strategic planning and execution.



Technology and Engineering

Building scalable and robust digital platforms, including web and mobile applications.



QA & Testing Services

Ensuring seamless functionality, security, and reliability through rigorous testing processes.



Digital Marketing

Enhancing brand visibility with targeted strategies, SEO, and data-driven marketing campaigns.



Managed Operations

Providing end-to-end operational support to streamline workflows and boost productivity.



Cybersecurity

Strengthening security through proactive threat detection, risk management, and compliance.

Book a Free Consultation

Here's Why Altumind is a perfect fit for you too:

- Comprehensive digital solutions spanning experience design, AI-driven automation, and cloud transformation.
- Scalable and customizable technology tailored to unique business needs.
- AI, RPA, and analytics-driven automation to enhance efficiency and decision-making.
- Cloud-native architectures and digital solutions designed for global scalability.
- Expert-led implementation and post-deployment support for seamless execution.
- Integrations with enterprise systems ERP, and e-commerce platforms.
- Adaptive talent solutions with Altumind Agiliti to access the right expertise at the right time.

Accelerate your digital transformation with expert-led innovation and next-gen technology.

Get Started →

