

HOW CUSTOM SOFTWARE DEVELOPMENT WILL BENEFIT YOUR E-COMMERCE BUSINESS

The world of E-commerce business is a constantly evolving environment with fierce competition. An area where even a minor or trivial change can determine whether your company wins or loses. And, in such a competitive environment, a company would not pass up any possibilities to beat its competitors.

Businesses frequently find themselves in a difficult situation to fulfill the rising demand of their customers while still ensuring a wonderful shopping experience. A location where individuality may be a significant game-changer. Custom e-commerce software development can provide solutions to e-commerce enterprises' most challenging difficulties.

WHY CHOOSE CUSTOM SOFTWARE OVER OFF-THE-SHELF SOLUTION?

To gain an advantage over their rivals, business owners are sometimes faced with the challenge of deciding between bespoke e-commerce software and off-the-shelf software. For some businesses, an off-the-shelf platform may be adequate, whilst others may choose a bespoke solution that may meet their specific company demands. Because there is no one-size-fits-all answer.

Customers nowadays are more inclined to choose originality; they are always looking for something new and unique from the rest. Custom software development is what gives your e-commerce business/brand the ability to stand out.

On the other hand, an off-the-shelf platform may not ensure a flawless shopping experience for online retailers to keep up with the fierce competition. There are more reasons for e-commerce companies to choose custom e-commerce software:

A) Allows full control over your platform: With custom software, you get complete ownership of the software. You can easily manage the features and adjust the functionality as per the current business needs. No worries about licensing or restrictions. However, it depends upon the agreement which the company does with a software vendor.

B) More scalability options: As compared to the ready-to-use software, custom e-commerce software provides greater flexibility and scalability for growing businesses.

C) Provides unique analytics and reports: Custom e-commerce software enables customers to generate reports that reflect all their orders and retailers to create analytics reports based on their unique metrics.

D) Handles unique business processes and shipping options: Online e-commerce companies face the need to deal with highly specific operations and work with multiple vendors which provide different shipping options. A custom e-commerce platform can manage such processes quickly and efficiently as most off-the-shelf solutions can not able to manage such operations in a very precise way.

Over the past few years, e-commerce has seen rapid growth thanks to the ongoing digitization of modern life as well as the outbreak of the Covid-19 pandemic. The number of online buyers is keep ascending with each passing year. According to a report from Statista, e-commerce in the U.S. is expected to increase from \$431.6 billion in 2020 to \$469.2 billion in 2021.

The total share of e-commerce retail sales in the USA in the third quarter of 2021 was 13 percent which is more than the pre-pandemic levels of 11.3 percent in the fourth quarter of 2019.

Furthermore, shopper behaviors have permanently shifted, with a preference for online purchasing.

In such a market condition where the online purchase has the highest penetration rate, online businesses must ensure an exclusive customer experience to get an edge over the competition. And custom e-commerce software development can help your business to serve these goals.

BENEFITS OF CUSTOM SOFTWARE FOR YOUR E-COMMERCE BUSINESS!

1. Tailored to Individual Business Processes

When developing a software solution, e-commerce enterprises aim to add value by addressing business difficulties. Custom software enables online retailers to tackle their unique challenges, and it is worthwhile to invest in. However, when using off-the-shelf solutions, businesses may need to modify their procedures for the solution to function for them.

2. Better Scalability and Speed

High traffic can be managed effectively by devoting a web server to operate as a custom solution. This allows for a quicker response to user inquiries. In high-volume cases, the deployment of the sale catalogs may also require a large number of dedicated servers to ensure that requests are processed in a timely and non-delayed manner.

3. Boost Security

The most significant disadvantage of off-the-shelf e-commerce platforms is security. In reality, many organizations find it nearly impossible to maintain comprehensive security while managing their web hosting and hosting all of their data using out-of-the-box e-commerce solutions. The benefit of having a custom solution designed just for you is that it makes your e-commerce platform safer and more manageable.

4. Enhance the Customer Service Processes

Not only must your eCommerce platform be capable of handling the sale of your goods and services, but it must also allow you to serve your customers after they have placed an order with you.

A tailored platform should make it simple for your consumers to track their orders, contact you if they have any concerns, and resolve any difficulties that may emerge.

Furthermore, integrating superior customer relationship management software with the eCommerce platform can assist you in gathering information about each customer, his shopping preferences, and other details. You will be able to sell relevant items or services to each client in this manner, which will have a beneficial impact on sales conversion.

5. Seamless Integrations with other Business System

When looking for a new solution, e-commerce businesses may seek to integrate them with other business management systems such as ERP, marketing platforms, CRMs, and so on. A bespoke solution allows you to configure the system so that it works seamlessly with your existing technological stack. As previously said, you may need to adjust your processes to standardized patterns when using out-of-the-box solutions.

Conclusion

In today's business world, custom software plays a crucial role in the growth of e-commerce companies because bespoke e-commerce software gives a business an advantage over its competitors. As each online businesses have their own unique needs and customer segment. With a customized software solution your business can get more efficient and quicker.

Apptread is a leading [software developing company](#), with our professional and expert team of developers. We can help you build custom e-commerce software that matches your needs. Contact us for your software development requirements.

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