J&JOY

J&Joy is a Belgian clothing brand for men, women and children. It has a multi-channel distribution: it has a network of own stores, a network of multi-brand stores, an e-commerce site and is distributed through marketplaces such as Zalando, Bol, La Redoute …

Business Solution	Sector	Collaborators	Website
Distribution & Retail	**Wholesale/Retail**	**30 - 50**	**www.jandjoy.com**

CHALLENGE

J&Joy wanted to change their ERP system. After 10 years of use, their old system had become obsolete and inflexible. In order to respond to the changing habits of the fashion industry, J&Joy wanted to move towards greater omnichannelity, to become more digital and to centralize the management of its distribution networks (from purchase on the Internet to exchange in store). The brand wanted to offer an integrated customer shopping experience, to have a better knowledge of its customers and a 360° view on them (buying habits, preferred points of sale, vouchers, loyalty points…).

SOLUTION

To centralize logistics and automate flows, Eezee set up :

- a connector to their e-commerce site created on Shopify,
- a "Lengow" connector to connect to external marketplaces.

Thanks to the "Pick-Pack-Ship" logic on Odoo, all orders are processed in a centralized and automated way.

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carriers. All logistics flows are integrated with the accounting system. The management of variants also allows the management of collections, sizes and colors.

With Odoo, J&Joy also activates its customers with targeted communications via e-mail or SMS campaigns.

RESULTS

Thanks to this omnichannel strategy implemented in a flexible way and adapted to their market, they succeeded in their bet. The centralization of all sales channels has allowed :

- A 360° view on each customer,
- A 360° view on each product thanks to a reporting and sales analysis tool,
- To automate flows: speed of order processing, time saving for operators, reduction of errors...

Today, all of the company's functions are managed on a single system. The omnichannel objective is fully met with the integration of marketplaces, the integration of Shopify, the development of a portal for B2B customers and an automated loyalty between the different customer interfaces (Shopify or stores). In addition, management has an important tool to track business performance in real time with integrated and customizable dashboards.

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Modules

Accounting	e-Commerce	Inventory
Point of Sale	Purchase	Sales

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