

Client Zabar's
URL www.zabars.com



The Situation:

Zabar's is a well known New York institution that sells specialty foods, housewares, and coffee. Zabar's has been in business for eighty plus years and started the ecommerce portion of its business approximately six years ago.

The Challenge:

Zabar's challenge was two fold. First, Zabar's realized that they had outgrown their current ecommerce implementation. After struggling through two holiday seasons, it was clear that improved functionality and integration was necessary. Decisions regarding its ecommerce platform, order management system, and fulfillment system needed to be made.

Second, while Zabar's has been roasting its own coffee for decades, many people were unaware that coffee was a product Zabar's offered. To build on its success and to capture additional marketshare, Zabar's wanted to begin aggressively marketing and selling coffee subscriptions online.

Our Solution:

Tachyon quickly realized that without an official e-commerce department, the retailer needed to take a step back and determine its e-commerce goals. Through a series of workshops as well as significant competitor analysis, Tachyon was able to put together a detailed goal document that included prioritized initiatives such as a new call center application, improved fulfillment operations, gift cards, a total redesign of zabars.com and a mini-site to promote the rebranded coffee initiative.

As relieved as the retailer felt to have a clear direction, it knew that making its goals a reality was going to be a challenge. With several disparate systems in place that handled fulfillment, the call center, and other important areas of business, starting from scratch wasn't an option. It was necessary to know how these systems would integrate with the current ecommerce platform, what customizations would be necessary, how long would each initiative take, and what resources (both human and budgetary) would be required. Tachyon embarked on a deep dive of each of the systems in play from a technical perspective and defined capabilities, integration opportunities, roadblocks, and work-arounds. Once this information had been gathered, Tachyon was able to complete its findings by giving cost estimates and timelines for each initiative. With this comprehensive view of its high-level goals and technical systems, the retailer was able to make informed decisions about both its short-term and long-term paths.