

EPSON
EXCEED YOUR VISION

Epson Sales Japan

transcosmos helps Epson Sales Japan launch “with Orient Star,” an official online store for its mechanical clocks & watches powered by the e-commerce platform Shopify.

transcosmos offers an end-to-end, one-stop shop service ranging from front to backend operations including website development, marketing promotion, customer services, order management, logistics and inventory management.

Challenge

- Launch an official online store that reflects Orient Star brand’s world view, and deliver e-commerce business and services that only an official online store can offer to enhance the company’s D2C strategy.

Service**E-commerce one-stop shop service**

- Launched Orient Star brand’s official online store building on transcosmos’s abundant expertise as an official Shopify Partner. Delivered UI/UX that represents the brand’s world view, drawing out the best of the brand image and appeal of each product.
- Building on its proven record in launching and managing a diverse range of e-commerce businesses, transcosmos offered an end-to-end, one-stop shop service from front to backend including marketing promotion, purchasing, sales management, customer services via phones and e-mails, order and inventory management and logistics.

Benefits

- Successfully built an official online store for Orient Star, a long-established luxury brand with Shopify. On top of showcasing products in categories and collections based on the brand’s distinctive features, the store delivers services that only the official online store can offer.

Our official online store, with ORIENT STAR, made a successful launch thanks not only to transcosmos’s abundant experience and proven successes in building and managing Shopify stores, but also to the team’s passion to take in our requests as much as possible, making the store even greater in a limited timeframe. Now, after opening the store, our members and transcosmos team continue to work closely together via various online tools to bring the store to the next level. We want to make the store a touchpoint between the brand and our customers. With the aim of increasing customers who enjoy the ORIENT STAR brand, we will continue to carry out more initiatives at speed.

**Mr. Toru Murauchi**

General Manager
WP Sales & Marketing Department,
Sales & Marketing Division,
SEIKO EPSON CORPORATION

Aiming to launch Orient Star brand official online store to celebrate its 70th anniversary

Epson Sales Japan Corporation (Epson Sales Japan) sells and provides customer support services for Orient Star, a MADE IN JAPAN mechanical clock and watch brand that embraces traditional craftsmanship and cutting-edge watchmaking technology.

In order to launch the brand's official online store "with Orient Star," that represents the world view of Orient Star brand in time for the brand's 70th anniversary shopping festival, Epson Sales Japan was looking for comprehensive operational support required for e-commerce business ranging from building the online store, marketing promotion, customer services, order management, logistics to inventory management.

transcosmos, an official Shopify Partner, offered its one-stop service

To make it happen, transcosmos helped Epson Sales Japan launch the brand's official online store built on the e-commerce platform Shopify, and offered its end-to-end, one-stop shop operations service that covers everything required for e-commerce business.

Building on its abundant expertise as an officially certified Shopify Partner, transcosmos chose the right design themes and apps for Orient Star brand from a selection of over 70 themes and 700 apps Shopify offers. Making the most of available features including a granular filtering option on the product listing page, transcosmos designed UI/UX, drawing out the best of the brand image and charm of each product.

In addition to designing and building the online store, transcosmos also offered end-to-end operations services from front to backend.

More specifically, transcosmos managed everything from purchasing and selling, customer services, logistics including order and inventory management, product registration, sales management, product master management, all the way through to landing page and blog update. As for customer services, transcosmos deployed two service channels – phone and e-mail – serving customer inquiries about delivery status and products. What's more, with transcosmos eCommerce HUB, its proprietary integrated e-commerce platform, transcosmos enabled Epson Sales Japan to manage every piece of information including order, product arrival and shipment, sales and inventory status on one single platform.

With its one-stop shop service, transcosmos put in place a seamless operations framework for Epson Sales Japan at speed.

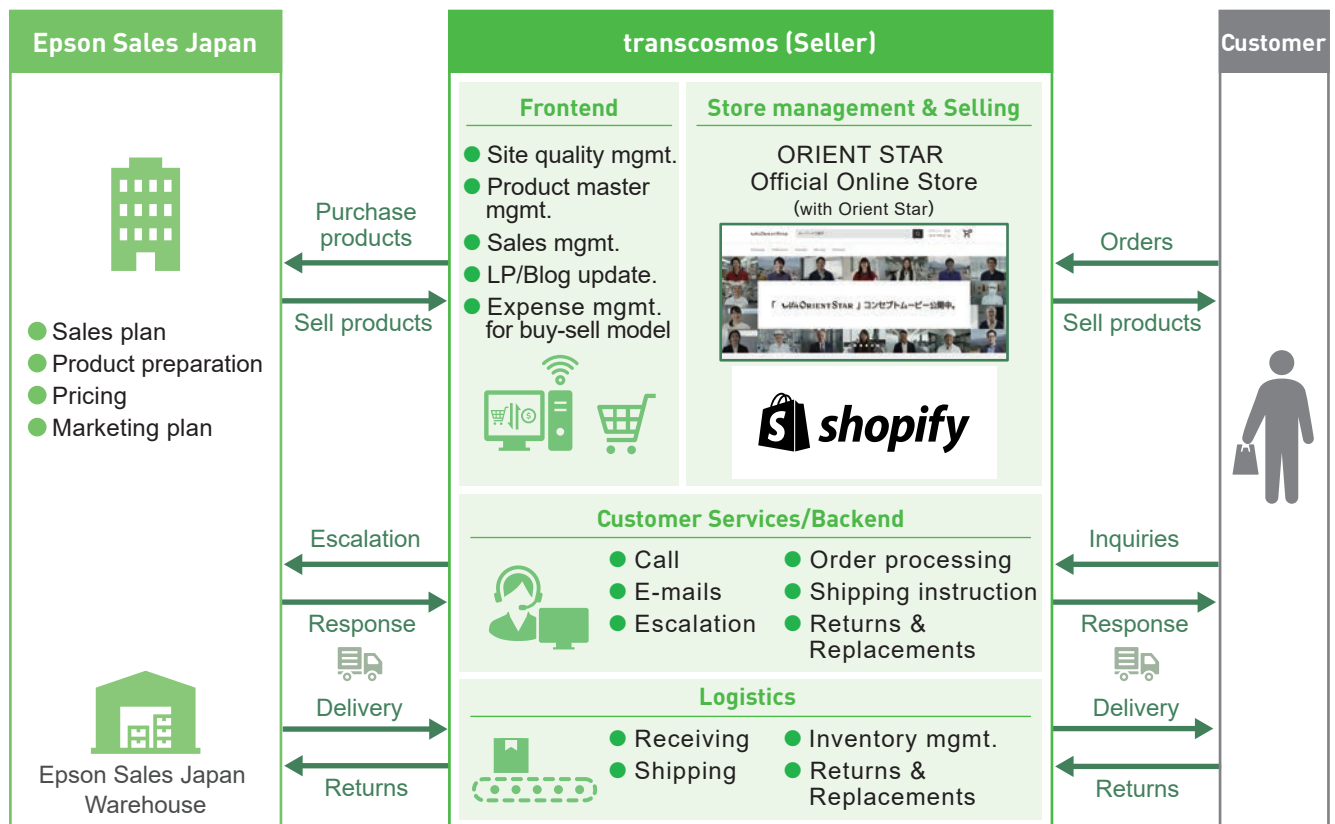
Making the most of Shopify's scalability and e-commerce one-stop service, transcosmos will continue to help Epson Sales Japan enhance services and features

On top of the successful launch of Orient Star official online store, transcosmos has set up an operations framework covering marketing promotion, purchasing and selling management, customer services and logistics in just about 3 months from the project kick-off.

Offering a page dedicated to product maintenance service information and video clips that tell brand stories and messages, transcosmos has designed the Orient Star official online store to be always considerate to each individual customer.

Leveraging its expertise in e-commerce one-stop services, transcosmos will continue to help Epson Sales Japan run promotional campaigns on "with Orient Star" and enhance services and features on the site.

Services for Epson Sales Japan



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