





## **Yes You Can! captures the e-commerce market with Estuate**

Founded in 2013, Yes You Can! is a health and wellness organization aimed at transforming peoples' lives through healthy diet and nutrition plans with a Latin flavor. It offers high quality nutrition products, expert coaching from doctors, trainers and psychologists and natural supplements to assist in weight loss and help people maintain a healthy lifestyle.

# 1. Business Challenge

**Yes You Can! was looking for a partner to help them expand their business online in the e-commerce space. They needed to:**

-  Design and implement an online web portal to enable customers to browse products, configure orders and setup subscription plans
-  Scale up their marketing efforts by pushing out targeted offers to specific customer groups
-  Secure their online payment mechanisms with a safe payment gateway and multiple payment options
-  Track and report online transactions real-time based on data collected in Salesforce

## 2. Estate Solution

Estuate built customized solutions with the right product engineering tools to deliver the best outcomes at Yes You Can!

- **Developed a self-service portal** with the best features of a seamless e-commerce website including product selection, subscriptions and customized offers
- **Enabled payment integration** with PayPal and introduced multiple convenient payment options
- **Facilitated custom dashboards** to provide a unified view of data across Zuora and Salesforce and enable easy reporting

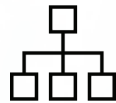
# 3. Business Impact

With Estuate's customized solutions, Yes You Can! experienced the many benefits of e-commerce presence. The benefits included:



**25% higher customer volumes**

and improved customer satisfaction with online brand referrals



**Improved tracking and reporting** of

transaction data with Salesforce and Zuora integration



**Enhanced cash-flows**

and lesser failed transactions with multiple payment options



**75% reduction**

in implementation time in spite of significant scope creep

# Testimonial

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We were looking for a partner to help us scale our operations online through e-commerce features. Estuate's ability to understand our requirements and deliver solutions beyond our expectations is praise worthy.

- Project Manager, Yes You Can!

# Talk to our experts

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## About Estuate

Estuate is a global Product Engineering and IT Enterprise Services company headquartered in Milpitas, CA, and with offices in Canada, India and the UK. The company specializes in leading edge technology solutions in IoT, AI and Digital Transformation solutions. The focus areas and practices that leverage these technologies are Product Engineering Services, Data & Analytics, Subscription Billing & Revenue Management and Governance, Risk & Compliance.

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