

Opportunity in adversity: The silent SaaS E-commerce revolution that's gripping the nation

The COVID-19 pandemic is proving to be just what the SaaS E-commerce industry needed to shake things up.



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Navi Mumbai, Nov 4, 2020 (Issuewire.com) - All that SaaS E-commerce companies are doing is responding to the market need and the effects have been two-fold. For one, companies had to rapidly scale up as they saw a marked increase in the number of clients as well as increased demand for most of their services. Secondly, companies went on a hiring spree to accommodate the increased demand leading to job creation across the sector. "It has taken SaaS companies by storm and companies have risen to the occasion with aplomb by scaling up and diversifying," says Ankur Goel, CEO, Zencommerce.

The year 2020 will go down as one of the most disruptive years in recent history. According to experts all over the world, the magnitude of the economic impact of the COVID - 19 pandemic dwarfs even the 2007-2008 financial crisis. And while no organization has been immune to its effects, it is the MSME sector that has taken the hardest hit, as its cash constraints make it even more vulnerable to economic shocks.

Layoffs, unfulfilled orders, lost contracts have contributed towards bleeding this sector to the point that many small business owners have had to shut shop altogether.

And while efforts are being made to return to something resembling normalcy, the economy is far from being out of the woods.

As a virtual existence becomes the norm, entrepreneurs need to rethink their business model and delivery systems and adapt to the new reality and internalize a few non-negotiables. These are:

- An online presence.
- A digital-first approach towards customer outreach, targeting, marketing, and sales.
- A contingency plan.

Fortunately, Zencommerce, an agile team of highly motivated individuals consisting of e-commerce industry veterans has been making waves across the country and empowering small businesses and local entrepreneurs to think digital and take their business online. By allowing business owners to instantly open an online store through the Zencommerce platform, it provides customers with the boost needed to get their business up and running again and make up for lost sales. With more than 350 features, full integration with mainstream payment gateways, a mobile app and class-leading customer support, it gives customers complete autonomy towards managing their online store with a personal domain name.

Zencommerce is but a small part of the silent revolution that is taking place throughout the SaaS industry. There is a scramble among business owners to take their business online as they witness an exponential increase in demand for their services. Customers are beginning to cast off all previously held apprehensions and concerns regarding online shopping like quality, returns, warranty, shipping damage and customer support while realizing that the gains outweigh the inconveniences. It has started to dawn on people that the risk/reward proposition of online shopping isn't all that bad – a feat that e-commerce giants have been striving to achieve all these years.

As economic uncertainty continues to persist, it has become increasingly invaluable for a business to have an online store that is customizable and integrated with payment systems, with a purposeful and deliberate visual design that conveys your unique brand identity and access to data and insights that allows for a flexible and highly targeted marketing strategy.

The COVID-19 pandemic has revived a long-stagnated industry. The demand for online shopping is likely to remain high for the better part of 2021-2022. Not wanting to miss out, SaaS companies have jumped on the bandwagon to grab as big a piece of the online shopping pie as they can.



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