ODEL Recognised At Â€˜Best Webâ€™ 2010

ODEL’s website and the personal website of Otara Gunewardene, its founder and CEO won the top awards at the 2010 ‘Best Web’ awards conducted by LK Domain.

The website www.odel.lk was adjudged the Best e-Commerce site in Sri Lanka for the second consecutive year while www.otara.lk won the Best Personal Website award for the first time.

More than 200 companies and organisations participated in this year’s competition.

“These awards reflect our continuous effort to maintain the highest standards in all aspects of our interaction with customers,” said Otara Gunewardene. “Selling online involves more than just creating an online shop. We recognise and cater to customer requirements and have made the website as user-friendly as possible.”

ODEL’s website has been designed and developed by e-beyonds, a Sri Lankan web-based software solutions provider. The website provides the latest information on and access to promotions and sales and the full range of products and brands of the company in a clear and browser-friendly format.

Enhanced e-commerce features help the on-line shopper get a feel for the product being purchased even though it cannot be physically felt. Features such as ‘Tell a friend’ and ‘Most popular searches’ help shoppers stay in touch with what is currently being purchased.

“The ODEL website has been improved to provide online shoppers a ‘look and feel’ that is as close as possible, to the regular shopping experience,” said Otara Gunewardene.

The website’s improved features such as the ‘chat option’ have made it easier for customers to contact and directly pose their queries to the company, while attractive and colourful themes have increased the site’s visual appeal. Customers can also sign up for an account with ODEL online to receive regular updates.