How **Direction Software LLP** helped an **Ecommerce Fashion Retailer** Boost Sales, by almost 3 times!

The Client

With over 65 years of men's fashion retailing experience, this Mumbai-based company has been serenading fashionistas with its exquisite collection of T-shirts and shirts. Over the years, the brand has carved out its own place in the haute couture world and earned the respect and affection of its 500,000 customers through its timeless quality. The store offers 25,000 unique shirts at any given point of time, thus garnering a colossal base of repeat customers spread across India and Middle East. What differentiates the brand is its ability to launch an average of 26 new designs of shirts/T shirts on a daily basis. In the days to come, they aim to ride the crest of success through its offerings.

The Roadblock: How a lackadaisical website impacted the ecommerce firm's sales volume

Website speed or page load time is a critical component for Ecommerce companies as they impact the users' overall shopping experience. The better the user experience a customer has, the more likely they are to buy and hence, the more likely there can be a surge in conversion rates. Slow loading web pages frustrate visitors into abandoning the website before checkout and compel them to navigate elsewhere.

The result: Lost sales, unhappy customers and a dent in brand's reputational value! The fashion brand, that was selling its products via both the offline and online route, was facing a similar challenge. They were increasingly facing the problem of website slowdown which took a toll on the firm's productivity and profitability.

Here's a closer look at the list of challenges faced by the ecommerce brand:

- Longer load times impacted the existing website's Google search engine rankings.
  The result: Low website traffic and disappointing user experience.
- Increasing customer complaints due to slow page load time and cumbersome site navigation.
- Customers preferred to book products using email or phone as browsing products online took a much longer time and the tiny product pictures did not help much.
- The website admin section lacked some important features and the site was not interactive to the users.
- There was no provision to check the size of shirts, thereby resulting in a lot of product returns.

Executive Summary

Client
This Mumbai-based men's T-shirts and shirts retailer delights a wide customer base of 500,000 through its timeless quality.

Industry
Ecommerce

The Challenge
Lack of a fast-responsive website that took a toll on the firm's productivity and profitability.

The Solution
Direction Software LLP revamped their website and enabled the firm to get on a higher growth trajectory.

Technology Used
HTML, CSS, Cake PHP framework & My SQL database

Benefits
- Massive increase in sales, almost 3 times
- Cost of the website recovered in approximately 5 months
- 100% improvement in website's performance
- Easier and faster navigation lead to more purchases
- Increase in customer satisfaction levels
- Improvement in Google ranking; Better user experience

How a Fast-Responsive Website Developed by Direction Software LLP Helped

The company was in dire need of a lightning-fast page load website in order to augment visitor engagement, retain customers and increase sales. After evaluating several vendor options, the client associated with Direction Software LLP to resolve the bottlenecks, attract more customers and ensure a higher growth curve. The team at Direction Software LLP was proactive to present new ideas, share and discuss every small thing with the client to facilitate its involvement in developing the new website. Here's a ringside view of the solution implemented by Direction Software LLP:

- **Optimized coding** using CakePHP and inclusion of features like **load-on-scroll, inline search, quick view facility** (where a customer can purchase without leaving the product list page), a **clearly defined buying process** and provisions of suggestions at varied stages ensured a **faster and user-friendly site**.

- With an easy-to-navigate website, buyers could **locate their desired products instantaneously.** Also the **checkout process was much faster** and easier to understand. Even users could **buy without registering**. An **issue management system** was included enabling a one-to-one dialogue between the customers and customer service department. The section of **incomplete orders** was incorporated enabling the customer care department to interact with users directly and resolve their issues. Direction Software LLP also incorporated a **new testimonial section** which was an incredible way to boost sales and credibility. The testimonials showcased

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- the company's proven track record of meeting customer expectations.

- Three new sections (not related to products) such as 'view your picture on the site wearing their shirt,' 'submit your design for a contest,' 'vote on the submitted designs and win prizes' were included. As a result, **visitor engagement increased** leading to increase in conversion rates.

- The **admin section was totally revamped** with every existing page reworked to display the right data clearly and in an easy-to-navigate format. **New sections such as sales report, issue management contests, content management systems, SEO and newsletter** were introduced.

- The website was **SEO optimized** and this drastically improved the site's Google rankings.

- The onscreen display was increased. **A parallel microsite for mobile** users was made. Product image size was increased as per the new site's dimensions. The process of browsing, searching and checkout was hence a delight.

- The **sales report** was made to display information exactly as per the client requirement.

- The size selection process was modified so that it was easy for consumers to understand that this company's shirts were a size bigger than the other branded shirts. The **issue of size-related product returns was curbed** to a large extent.

- The **section of promotional gift vouchers** was incorporated in the site, where campaigns and promotions were managed and a large number of promotional voucher codes were generated.

DIRECTION
Software LLP

Business Benefits

The association with Direction Software LLP proved to be a fruitful one for this company and paved way for the ecommerce firm to conquer bigger markets. The solution helped them achieve the following measurable benefits:

Return on Investment (RoI) Achieved:
There was a massive increase in sales, almost 3 times. Also, the cost of the website was recovered in approximately 5 months.

Performance Improvement:
There was 100% improvement in the website's performance, thereby resulting into better user experience.

Save on efforts:
Easier and faster navigation lead to more purchases. With elimination of pagination, now all products load on scroll.

Increase in Customer Satisfaction levels:
Reduction in number of returns due to new size selection process. Customer service could now perform well with the inclusion of issue management system, thereby bringing an increase in customer satisfaction levels.

Improvement in Error Elimination:
The problem of data synchronization between the online and offline system was reduced drastically.
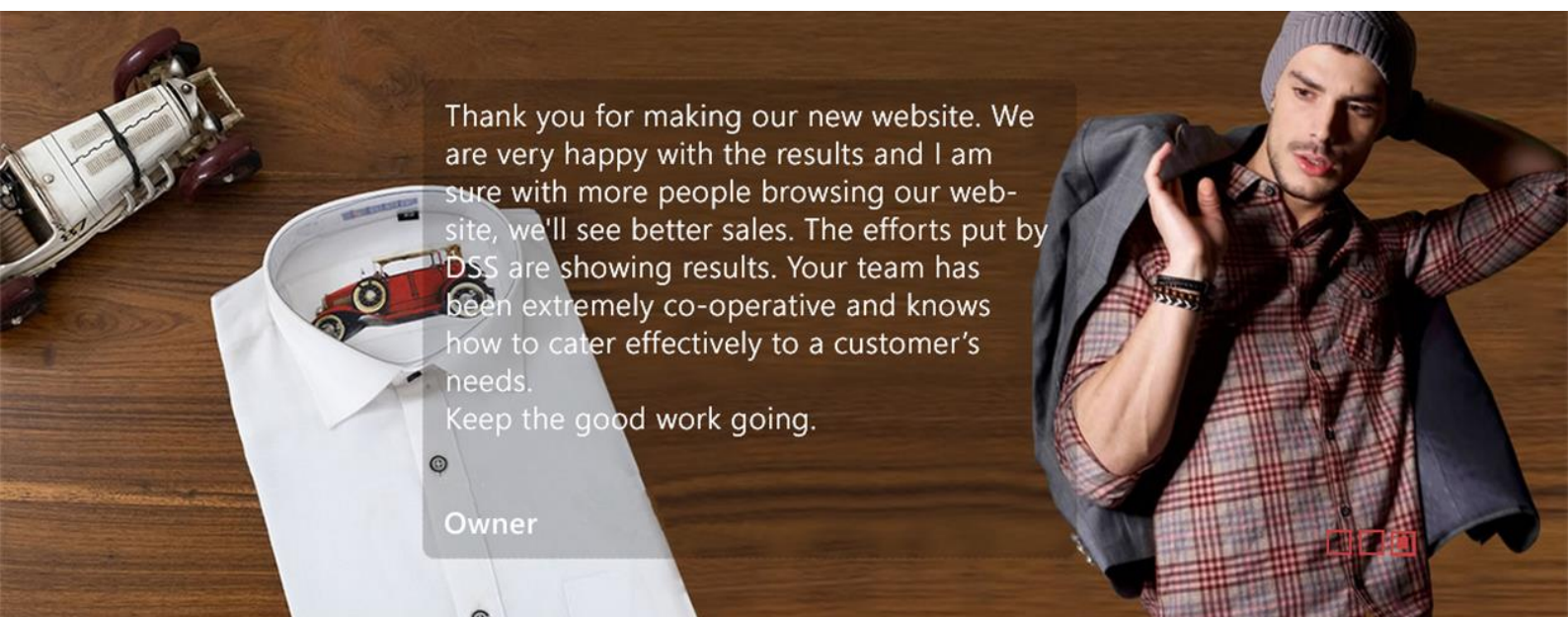
More Benefits:
Contests, view your picture section and testimonials saw a lot of participation. The promotional gift voucher campaigns ran as required. Google ranking improved and browsing statistics could now be accessed. There was a significant increase in sales volumes.

About Direction

We are a software services firm, specializing in developing & implementing Internet strategies for businesses & providing high-end software development services including Custom Programming & Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction Software LLP is fully equipped with state-of-the-art infrastructure and networked with redundant high speed, dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.

Thank you for making our new website. We are very happy with the results and I am sure with more people browsing our website, we'll see better sales. The efforts put by DSS are showing results. Your team has been extremely co-operative and knows how to cater effectively to a customer's needs.
Keep the good work going.

Owner

DIRECTION Software LLP