Website:	**Industry:**	**Model:**	**Platform:**
www.samarajames.com UK	Gems and Jewelry	B2C	Magento On Premise

## Samara James chose Krish to Build Better Digital Commerce

Samara James coalition with Krish helped them decrease their fully load time by 150%.

Finding the Right Questions

Samara James entered the Jewellery fashion segment in 2006, with their brick and mortar store in UK. While the store did experienced commendable footfall, they wanted to take their exquisite collection of some of the finest jewellery to a larger audience. To attain the same purpose, they decided to go online and chose Magento 1 for it.

However, after certain time, they felt a feeling of discontent with their online store. The dissatisfaction included performance related issues, managing wide range of products, defining customer journey, showcasing diamond specification and combination management and eventually making dynamic pricing the match the selection.

Having said this, if summarising the list of problems, we would say they had some major issues with responsiveness, performance, analytics, well-defined buyer's journey and others.
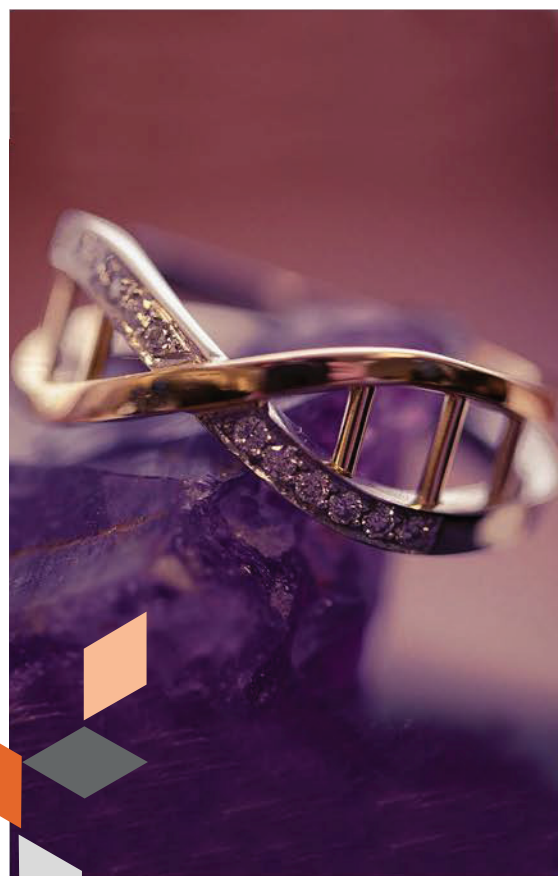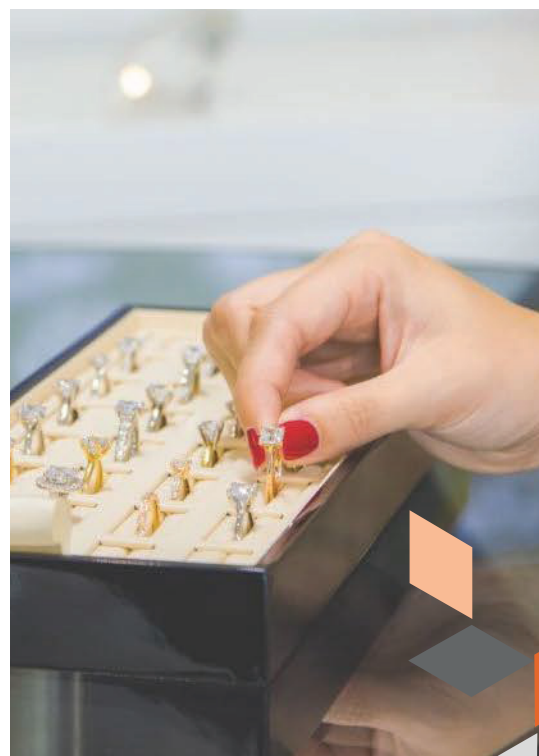
## Prioritizing and Implementing the Solutions

Considering their primary motive of building a mature web presence, team decided to build strategy around the pain areas that the brand was facing. To start with, we picked the performance segment first. Team decided to configure 7 CDN, to help loading images faster, eventually making it more responsive. Further implementing customized search extensions to display custom product attributes in search result helped in boosting the user experience.

Besides this, integrating responsive theme to serve 5 distinct form of standard devices and ensure that no matter which device customer is using, the buying journey seamless. Another major challenge that the client was facing, was in respect to aligning and displaying their wide range of products with Diamond Specification and combination management. Team integrated the same at the backend, helping the client display all the products and easily set price for each combination.

Talking about extensions, some key integrations that played invincible role in easing the overall shopping and management include customizing order edit extension to dynamically change prices of the combination, Integrating and customizing PIWIK tracking extension, custom google feed generation extension, search extension etc.

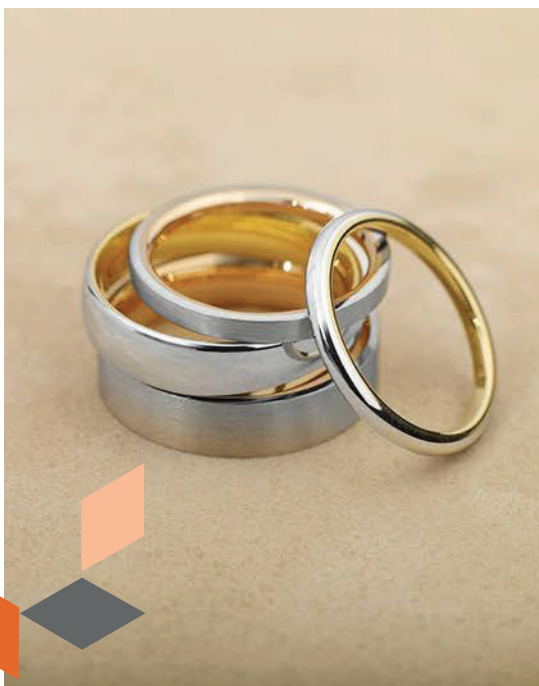## Kick starting Fresh to Lead the Industry Ahead

Calling implementation as 'The right solution' is subjective. Understanding and scrutinizing all the aspects and eventually crafting a solution is just the right way a brand needs to grow in digital commerce segment. Once the team was done with the entire process and the commerce was good to go live, the brand noticed the change. As a result, they noticed that the load time of the website fell by over 150% and 35% of their overall traffic was from mobile. Also, an increase of 25% in the average order volume and 60% additional revenue was generated.
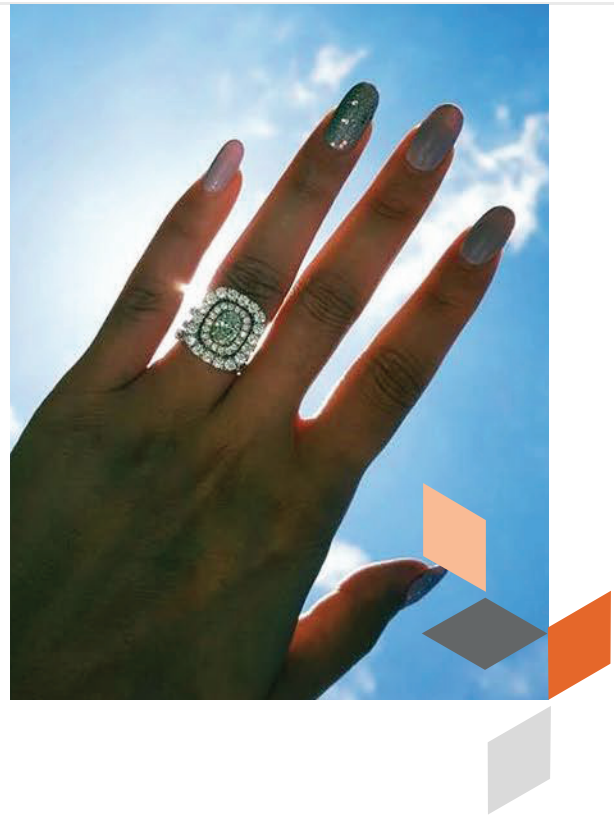
Client Speaks

"When you're working with a partner, you want a partner, you want someone coming to you with creative solutions to the problem, which is what Krish Technolabs offers. The team is extremely professional, very dedicated and committed to the project. I have been enjoying working with Krish Technolabs."

Ed Searancke
(Director, Samara James)

Success stats

+25%
AVERAGE
ORDER VALUE

+60%
REVENUE

+35%
MOBILE
TRAFFIC

-150%
FULLY
LOAD TIME