Website:	Industry:	Model:	Platform:
www.seniority.in India	Health & Wellness	B2C	Magento On Premise

# Unravelling a growth saga via Magento Commerce Suite – Seniority

The online commerce store experienced 150% growth after adopting Magento Commerce On-Premise and Magento BI.

Filling eCommerce wrinkles from the past

Launched in 2016, Seniority started their journey in eCommerce industry with 1 x Magento open source. And quickly, the unique business model committed to serve senior citizens with elderly-care products gained tremendous response. Talking about year 2018 alone, the brand has witnessed a stupendous business growth of 500%.

"Age is an issue of mind over matter. If you don't mind, it doesn't matter." –
Mark Twain

Following the same philosophy, the team at Seniority left no stone unturned to be a single stop destination for aged people. It took them around a year to make a remarkable space in the industry and gain appreciable footfall. And in no time the digital store became home of over 2000 products from more than 30 brands and had successfully served 1200+ customers in India by then.
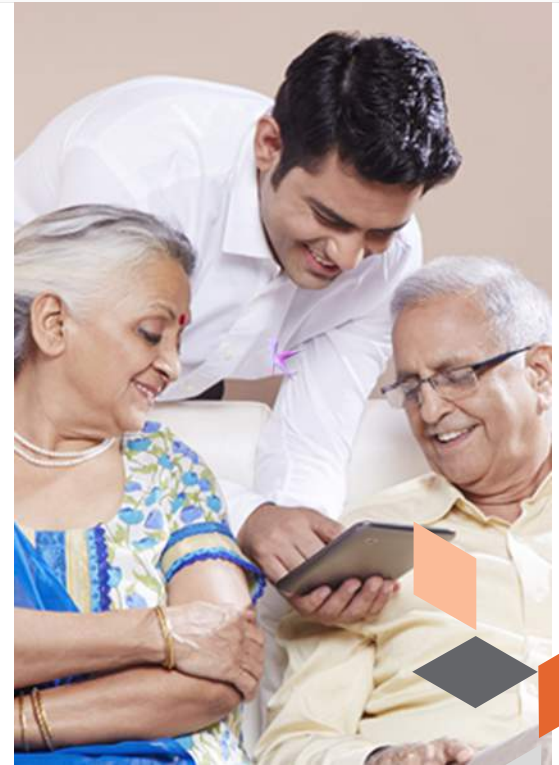
It was after this, that they needed a platform-upgrade to amass further growth and thus they approached Krish Technolabs for a solution.

Besides the increasing footfall, ensuring flawless user experience and managing operational workflow was also crucial. Simultaneously, it became a decisive factor for them to equip their store with improved performance and ease the overall user flow.
A detrimental aspect was also to improvise their mobile experience without compromising with the user interface, the target audience being elderly people.

Twinning the Operational Spine

Considering their target audience and need of era; ensuring a mobile-first approach with an engaging user-experience was the primary goal. Being dedicated to senior citizens and having over 70% traffic through mobile, the entire modus operandi revolved around building engaging user experience, irrespective of the devices they are using. Also, need was to revamp the existing user functionalities to ensure best buying experience. To reach the desired objectives, team at Krish flawlessly integrated Vinculum – VIN eRetail warehouse management system, Gamooga- Predictive analysis & marketing automation suite, Zoho- CRM system, Intuit Quickbooks- Online accounting & tax management toolkits, MineWhat- eCommerce merchandising & personalizing suite, and Amazon Aurora Serverless Database Solution.

Also, with the help of Magento PageBuilder, Seniority team could now easily inaugurate category landing page to interact with their niche customer segment.

On the same hand, employing streamlined (without redirecting) and mobile-friendly payment interface during checkout experience using PayUBiz payment solution worked as cherry on the cake. Further facet was, comprehensive integration of Indian origin logistic partners exclusively for backend, utilizing an algorithm of assigning a partner to any order based on differential criteria. Finally, to encourage purchase, discount coupon awareness on shopping basket page emboldening customers to apply discount was integrated.

Seniority winning the Marathon via Magento Commerce On-Premise!

The precedence being set, while Seniority was receiving fairly decent number of orders per day, however, after adopting Magento 2 commerce suite, not only they started getting around 150% hike in order volume, subsequent positive effect on average order value crossed 19%. Lastly their mobile traffic increased by 180%, giving the brand much needed support to reach their desired benchmark. Not only this, the digital store could now flawlessly handle the footfall and could also ensure serving visitors with uniform and unbiased buying experience. Overall a picture perfect and text book implementation of Magento 2 Commerce Suite!!

Client Speaks

"Magento has been an ideal platform for us right from the beginning, the previous generation of Magento 1 (Open Source) also played a vital role for us in the initial basis to help expand our wings and with the latest transition that we have had over Magento Commerce 2 Application Suite, I am happy to state that it had proved out to be a very viable and dependable platform for us as an expanding brand. In a nutshell, with the kind of versatility and the unmatched capabilities that Magento brings on the table to handle large traffic, holding our campaigns and growing order volumes - I am confident that anyone would vouch for a strong product like Magento Commerce 2x."

Shankey Poddar
(Product Head, Seniority Pvt. Ltd.)

Success stats

+150%
REVENUE GROWTH
AFTER UPGRADE

19%
AVERAGE ORDER VALUE
INCREASED

22%
MOBILE USER
TRAFFIC

-10s
AVG. TIME ON
CHECKOUT