Website:	**Industry:**	**Model:**	**Platform:**
www.femi9.com	Fashion and Apparel	B2C	Magento On Premise

How Femi9 Boosted User Experience Using Magento

Adopting Magento Commerce adorned the leading fashion brand with an impeccable digital presence to attract and engage their target audience.

The Women Fashion Brand was Seeking Innovation

The Middle East's leading fashion house, Fad International LTD Co. had been serving women's for over two decades, the brand was started to explore new avenues in the segment. Having brick and mortar stores across Bahrain, Syria, UAE, and Egypt the brand undoubtedly had successfully made an unmatched space. Offering casual, formal, semi-formal, and occasional wears to fit the day-to-day lifestyle of women across the MENA region.

Selling designer clothes at an affordable price, the brand had a commendable customer base. While the brand had a good reputation and footfall with their offline stores, they wanted to propel their business and expand the experience using technology.

To attain the same, and make the shopping experience simpler and personalized, they decided to come with their online store.

Blending Trend with Technology to Enhance the Commerce

This is where the need to blend technology and trend aroused. The need was to closely understand the brand, target audience, and market competition. While having nice goodwill in the marker was a pros, on the other hand, it was crucial for the brand to keep their offline identity intact while making a digital presence. After doing thorough research on best platforms and the agencies, they hose Krish TechnoLabs to help them build their digital commerce using Magento.

It started with closely analyzing the brand and its need, followed by rounds of meeting with the client. After understanding, Magento Commerce came as the right fit. Ensuring minimalist content within the design and highlighted products with other actionable callouts. Also a fresh landing page, which included every minute detail in respect to enhanced customer experience.

To further enhance the user experience by populating precise and faster results, an elastic search was utilized and placed it at the top left of the store. Also, ensure that the products are listed with sufficient details to complement the auto-complete feature. Besides these, integrating multi-language support, store locator to help find nearest brick and mortar store, linking OpenCart with their ERP system to sync catalog inventory, orders, and customer data to further boost the shopping experience.

Unconfined Commerce with Unbiased Experience

While Magento helped them build a responsive and user-friendly digital commerce presence, it also helped them increase per day orders by 50%, whilst increasing average order value by 12%. Also, they noticed 94% of their overall traffic coming from mobile and decrease of 200% on average load time. Magento, undoubtedly helped the brand to ensure maintaining the online commerce image same as their offline presence.

Client Speaks

While Magento 2 Commerce served us as an ideal platform, working with Krish has been an enchanting experience. Considering our prevailing offline reputation and the massive client base, we were a bit concerned about the end results. However, the team gave us all its ears and helped us launch our digital commerce seamlessly.

Faisal Khan
(IT Manager)

Success stats

94%
MOBILE
TRAFFIC

50%
INCREASE IN
ORDERS/DAY

12%
INCREASE IN
AVERAGE ORDER VALUE

18%
DECREASE IN COST
PER ACQUISITION