

Website:

www.mirojewelers.com
USA

Industry:

Gems & Jewelry

Model:

B2C

Platform:

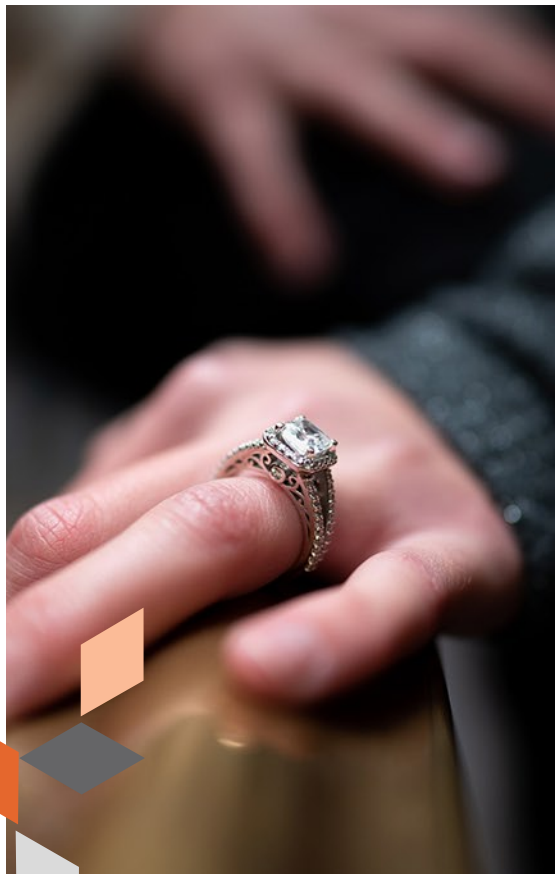
Magento 2 Commerce Cloud

Hand-crafted Jewelry That's Fashion-forward & Durable

Renowned for importing specialized diamond and jewelry, Miro Jewellers is thriving in the industry for over five decades! Started as a family business in Colorado, today they have over 4000 pieces of fine jewelry, and bridal jewelry, in stores.

Addressing Their Needs

Miro was seeking to take their commerce empire to the digital front. As Magento was on top of their list, they surfed through numerous Enterprise Solution Partners and out of them chose Krish to build their digital commerce. The primary challenge Miro needed to overcome was its inability to showcase their vast product catalog in one place. The company also aimed to streamline their customer flow to stores by allowing them to schedule an appointment before visiting the store.



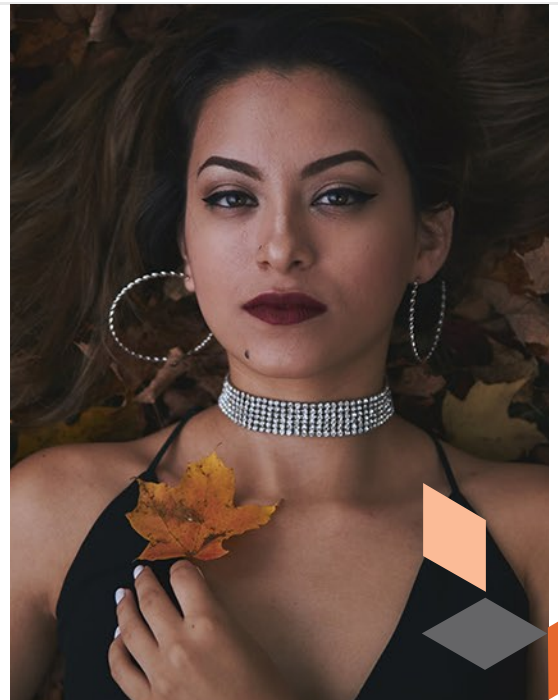
The strategy

We wanted to ensure everything gets executed efficiently and that there was no stone unturned. Since there were numerous products the team started with planning an intuitive user interface, with seamlessly responsive layouts to attract and engage their target audience. The bespoke navigation menu included the 'Design your Own' section, allowing users to customize their jewelry, making it more interesting for the people to make a purchase. Another key inclusion was adding Home Tryon', which further helped in boosting their sales.

A few other features included a detailed product page, listing all the information customers usually look for. An easy registration/login option to the customers via social platforms such as Facebook, Google, and Twitter, a bespoke contact page listing their stores embedded with Google Maps, and integrating Mailchimp to offer Miro Jewellers an easy to use marketing tool for reaching out their subscribers with latest offers and news.

The Tipping Point

Our hard work paid off well. The company saw a 10% boost in revenue and reached 20% of new customers. This is not all. Miro was able to reduce its operational costs by a staggering 25%. These figures are significant and have contributed greatly to the company's growth.



Client Speaks

“Krish TechnoLabs not only helped up create a robust and high-performing webshop but also integrated several features that were tailored to our needs. The workflow was seamless and I can say that the team went beyond what they had promised to deliver. I am extremely happy and grateful to Krish for being our reliable technical partner.”



Success stats

