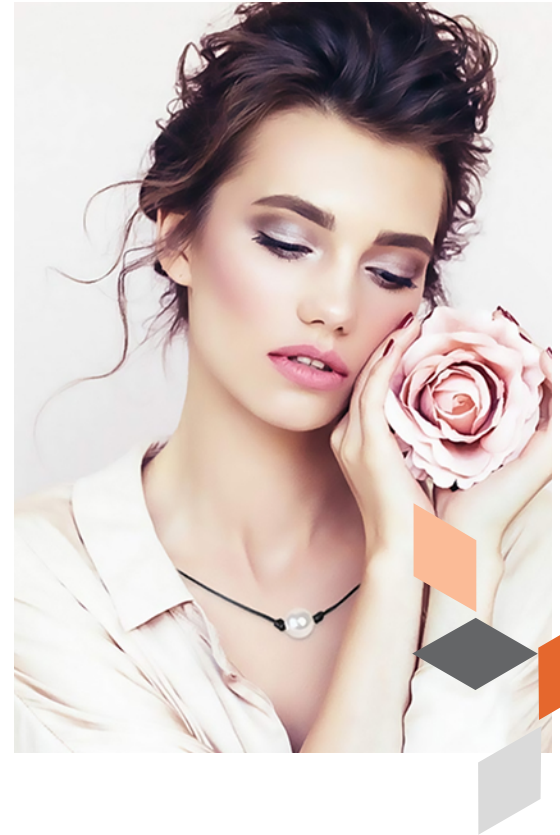| **Website:** | **Industry:** | **Model:** | **Platform:** |
|---|---|---|---|
| www.boddess.com | Health & Beauty | B2C | Magento Commerce Cloud Pro |
| INDIA | | | |

## How Boddess Improvised Self-care and Beauty for Women

With an aim to revolutionize the beauty industry, Boddess aspires to transform the way people discover beauty. Utilizing cutting-edge technology, experiential retail and finest brands across the globe, Boddess envisions to elevate every woman's commitment to beauty.

Ritika Sharma, Founder at Boddess commits to equip women to be the most empowered, beautiful and confident version of themselves. The mission is to spread the importance of self-care and indulgence to women across the world through beauty.

## Collecting all the Prerequisites

Boddess was looking for a partner to build a digital presence for their beauty store. Keeping Magento as the top priority, they chose Krish to build their commerce idea into digital vision. Aiming to deliver unmatchable user experience, we were asked to develop digital beauty advisor and virtual skin analyzer tools. The store owner also wanted a centralized customer loyalty management program and seamless order management system. The team was asked to generate a custom quiz for customers to engage with the brand.

## Beautifying Boddess's Commerce

Our team began development of the commerce store with Magento Commerce Cloud Pro platform. We followed the magento coding standard to efficiently develop the store with advanced functionalities. For delivering enhanced user experience, our team integrated Vinculum System as an order management system and Reciproci System for centralized customer loyalty management. Latest technologies like Augmented Reality, Virtual Reality, Artificial Intelligence helped us build a virtual skin analyzer tool. A digital beauty advisor tool also accompanied to boost personalization and engagement. The payment gateway integration included PayU Biz.

Apart from this, for smoother checkout, certain customizations were made in the entire process. We customized it in such a way that PayUBiz did not redirect customers to its own site and the purchase is completed without any redirection.

# Redefining the Beauty Industry with
## Advanced Tech

The Boddess store now reaches the target audience more efficiently as it delivers personal touch by adding the custom user experience with the help of interactive virtual assistant. Our high quality code and testing at each stage ensured in building a robust platform. We are proud to build a store that offers AI & AR powered recommendations after analyzing skin with the help of skin analyzer and also lets you try on certain products with a virtual makeup tool.

The store also contains a custom beauty quiz to enhance the make up knowledge amongst visitors. Customers are also allowed to try on certain products for better engagement.

## Client Speaks

*A robust and high-performing online store is what I aimed at, Krish TecnoLabs has been a great partner in transforming my ideas into a reality. All the customizations were taken care of, appropriately. We were able to launch our digital commerce store seamlessly with the support of the Krish team.*

**Tarun Bali**
AVP & Head of IT

## Success stats

**23%**
INCREASE IN
REVENUE

**25%**
NEW
CUSTOMERS

**20%**
INCREASE
IN ORDER/DAY

**22%**
INCREASE IN
AVG. ORDER VALUE