

**Website:**

www.discountcoffee.com  
USA

**Industry:**

Beauty & Health

**Model:**

B2C / B2B

**Platform:**

Magento 2 Cloud

## Brewing the essence of Magento 2 to enhance commerce for **US Coffee Giant**

Almost three-decade old coffee brand noticed a hike of 24% in their average order value by adopting Magento 2.

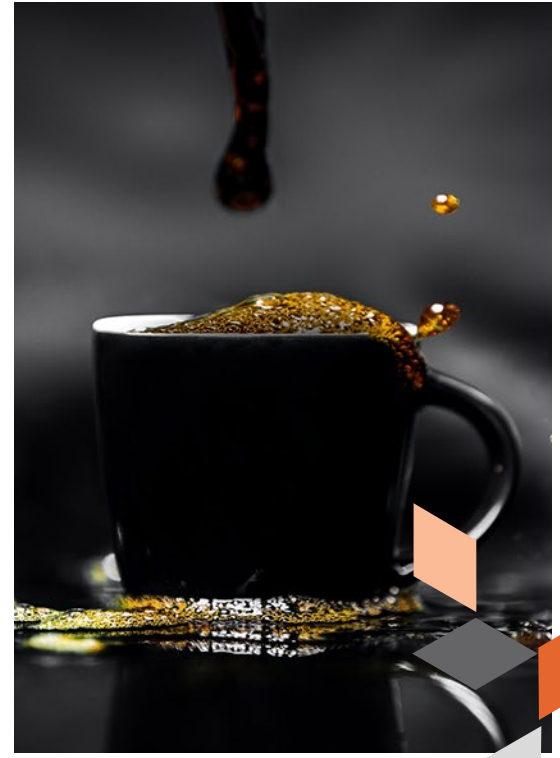
### A vision to revitalize **B2C/B2B coffee commerce**

With a history of close to three decades, Discount Coffee had been one of the most renowned names as a single stop of all B2B Coffee cravers. Though the brand had a very modest beginning, their vision to provide value, speed, convenience, and best customer control to the office environment made them earn an invincible space in the market.

Soon the Office Coffee Service brand transformed into an all-new Internet Coffee Service giant with an impeccable client base. Their offerings include Starbucks Coffee, Tazo Tea, Good Earth Tea, Java One Pod Coffee, Organic products, Kosher Products, True Lemon, and many others.

While the brand has been using Magento 1 for a long time, they recently decided to upgrade its commerce by adopting Magento 2. Some of the most common challenges that the brand was facing included managing the increasing footfall without disrupting the customer experience, managing subscriptions, which is part of their basic Operandi. Build an intriguing UI and UX with their wide range of product range.

It was the need to overcome these hurdles and execute seamless migration process, they contacted Krish TechnoLabs for their journey ahead.



## Brewing the much-needed blend of commerce

Considering the large and distributed audience base including B2B and B2C clients, the need was to keep the Operandi open enough to meet everyone's expectations. The primary step was to migrate the brand's commerce from Magento 1 EE to Magento 2 Commerce Cloud. With some keynotes, the team decided to build a strategy to meet results.

Keeping in mind their challenges and requisites considering the target audience, the team decided to move with a customized modus operandi, which will be focused on bringing some major challenges in front and backend. The need wasn't just to migrate their store but to revamp it completely in context to design and business flow. Also, their 2 sister websites were required to be migrated for better commerce experience. The categorization module was thoroughly revised and touchups were done to their most important subscription model. Besides these, numerous other B2B components were also added to eventually enhance to commerce experience.

## Sipping enhanced commerce experience with **Magento 2**

The brand did experience results after migrating their commerce to Magento 2. With their newly designed store, they noticed a hike of 35% in their mobile traffic and also acquired a 15% growth in new customers. Thanks to a massive decrease of 65% in page load time, which created an invincible first impression in front of the visitors. Well, it wasn't just the visitors and loyalty that the brand gained with its redefined presence. They also increased their commerce and noticed a rise of 24% in their average order value. Concluding it all, the efforts of the team and the strategy defined, together helped Discount Coffee taste the essence of growth.



### Client Speaks

“Have been working with Krish TechnoLabs for several years now and I highly recommend them. I have been an eTailer for 20 years and worked with many different companies, So I Know, when I recommend a company I am only recommending the Best! Easy to work with, very creative, responsive, and affordable. My developer refers to my website as "Ours", which to me is so important, that he has the same level of care and dedication as I do to "Our" website. Highly Recommended!!!”

Cherri Newbury (USA)  
Discount Coffee



### Success stats

