

**Website:**

www.eyebou.com  
UAE / Kuwait / UK

**Industry:**

Health and Beauty

**Model:**

B2B

**Platform:**

Magento Commerce

## Transforming vision of around a century-old eyecare commerce into reality with **Magento**

The Dubai based eye care brand expanded its commerce by launching a fresh store and earning 120% MoM fresh customers.

### Foreseeing the future of **eye care** needs

Eyebou is the sister concern of nearly a century old eyecare brand Visione Boutique. Having an industry experience of three generations, commerce is run by a family of three optometrists. While the parent company has earned commendable loyalty from its massive audience base, with this new venture, they envision to serve buyers with affordable contact lens supply chain.

Being associated with Krish Technolabs for their parent company for years, the agency was their first and last preference to transform their new venture into a seamless commerce experience. Some of the major challenges that they had included listing range of products without making it a chaotic clutter, creating UX whilst attaining an entirely new market segment, and streamline customer journey and design a smooth interface.

Acknowledging the vision of client, team started to work on building a customised modus operandi to serve them with the best solution.



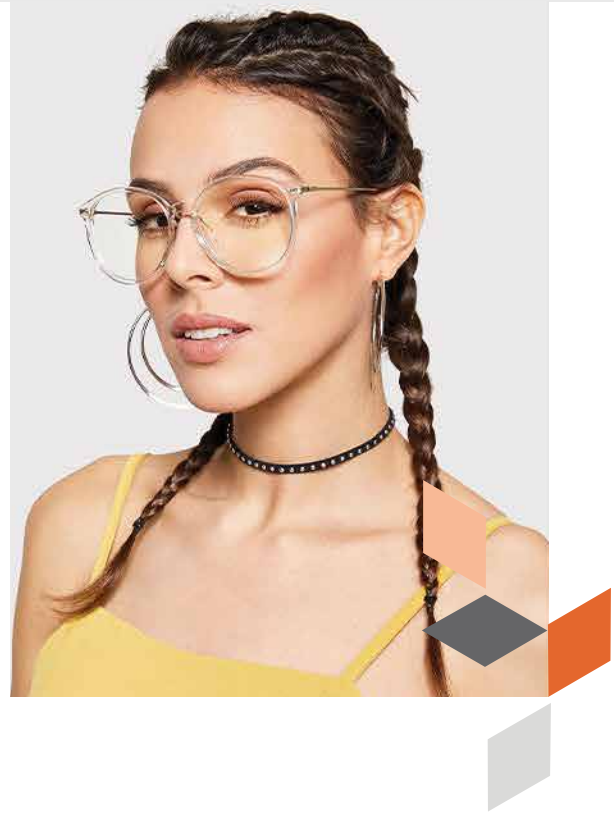
## Clearing the vision for better **commerce**

Acknowledging the brand's goodwill with their parent company Visione Boutique and their plans with the new venture, the team decided to keep their flawless UI as their utmost priority. That's how the team decided to build a progressive roadmap with an iterative and incremental planner approach to launch various offerings – like contact lenses subscription, Rx Eyeglasses, Sunglasses & Eyegears as-well-as re-lensing options towards consumers.

The team started with building a modern and bespoke mobile-centric responsive UI keeping in mind their new product list of contact lenses, especially subscription-based. Understanding that Eyebou heavily relies on the subscription for the contact lens, automated orders are generated for the selected lenses and delivered at the intervals selected by the customers. Also, Multiple iterations of the improvements in customer engagement and order processing flow helped to acquire more customers and convert the potential sales.

## Seeing the bright future clear with the power of **Magento**

With its newly developed online presence, Eyebou started noticing commendable attention from its visitors. Within a few months of the launch, they noticed a 63% MoM hike in their subscriptions, which was the base of their business plan. Apart from this, they also noticed that the abandoned cart rate decreased by 20% and a 120% average MoM hike in new customers. Summing up the overall scenario, the brand did relish the taste of attention they were seeking to have.



### Client Speaks

“The digital commerce team at Krish is highly skilled, experienced and professional. They really take the time to understand our requirements or issues in detail. The team is very responsive and is always available to assist us with our requests. We can vouch on Krish for our all eCommerce related needs. With powerful Magento Commerce platform and Krish as our strategic Digital Commerce partners, we were able to successfully achieve our goal of expanding our commerce business as well as deliver enhanced digital experiences to our clients.”

**Krystal Espiritu**  
Ecommerce Merchandiser



### Success stats

