| **Website:**	**Industry:**	**Model:**	**Platform:**
www.xlfeet.com North America	Fashion Apparel	B2C	Magento Commerce

Making the XLFeet's commerce, leave larger footprints amidst their audience using Magento

The dedicated shoe commerce increased their store's conversion rate by 67% using the power of Magento.

Serving the audience with larger footprints

XLFeet.com offers the most cutting-edge shoes, boots, slippers, socks, and insoles in the size and width you are looking for. They are always working to carry as many of the oddball sizes which span 7-13, 14, 15, 16, 17, 18, 19, 20, 21, and extra-wide to EEEEEE as possible. Committed to serving customers with big feet, the brand has been performing well with their B2B commerce.

Recently they started facing some challenges with their online store. Few key challenges included loopholes in the store's performance, poor search functionality, improper catalog structure, and inventory management. These together were making it difficult for the brand to keep serve its visitors with a seamless buying experience. It was then they decided to 'expand the experience' and shared the same with the team.
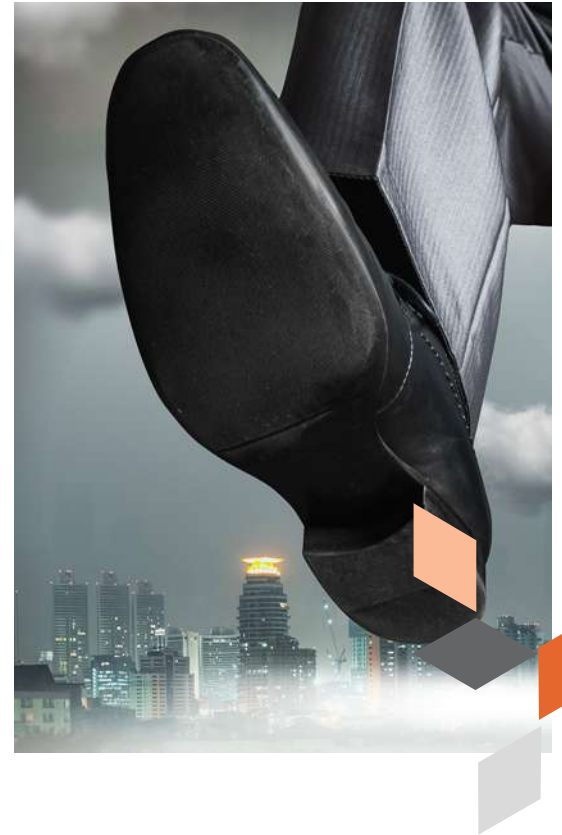
One Size doesn't fit all

Being associated with the brand since the last one year, the technocrats at Krish Technolabs had a little idea about their commerce and the target audience. From the knowledge that the team had and after closely analyzing the challenges, the team decided to build a strategy around crafting an intriguing User Interface and seamless buying experience. From the knowledge that the team had and after closely analyzing the challenges, the team decided to build a strategy around crafting an intriguing User Interface and seamless buying experience.

This undoubtedly is the most crucial part of the entire process. Acknowledging the vitality, the team started building a strategy around the above-mentioned points. Knowing their challenges, technocrats started with full performance optimization of their commerce. The team also enhanced the integrated Cloudfront, Varnish for smoother performance. Besides these, the team also implemented and integrated Algolia Search, which improved their overall search results and click-through rate of their store. Last but not the least, the team integrated Locate ERP system for better Inventory Management, which was one of their challenges while starting the boulevard.

Leaving the footprints with expanded commerce

With its revamped store, the brand noticed a significant growth rate in customer satisfaction. The redesigned store helped them decrease the average load time of their store by 53%. This became the first step to deliver better customer service. As a result, a 20% rise in footfall and a massive hike of 67% in the conversion rate. It has undoubtedly been a privilege for the technocrats and Krish TechnoLabs to assist this dedicated commerce to grow and serve their audience seamlessly.

Client Speaks

"With powerful Magento Commerce platform and Krish as our strategic Digital Commerce partners, we were able to successfully achieve our goal of not only expanding our commerce but also deliver enhanced digital experiences to our clients."

Adrian Coulter
President

Success stats

53% LOAD TIME DECREASED	**20%** FOOTFALL INCREASED
2.7 Sec AVERAGE LOAD TIME	**67%** INCREASE IN CONVERSION RATE