

Website:

www.southernseason.com
USA

Industry:

Food & Beverages

Model:

B2C

Platform:

Shopify Plus

Enchanting commerce for over 45-year-old commerce by migrating them to **Shopify Plus**

The North Carolina Based premier food and gifts destination enhanced its commerce by boosting their ROI by more than 150%

Delivering happiness to every doorstep

Since its inception in 1975, the North Carolina based premier destination for specialty food and gifts has earned an unmatched space amidst its target audience. The Southern Season store is known for its finest quality gourmet foods and more from local and international vendors. Perhaps this is what made them flaunt their unbiased taste and distinctive product range. Since the time the client earned an invincible reputation. However, over time they started noticing challenges linked with their online store.

Some of the key challenges included concerns linked with attracting and engaging more audience, which was also putting negative impact on their return on investments. Besides this They also felt a disruption in the customer journey and wanted to improve their theme and interface. It was all these that made them approach and discuss the scope with technocrats at Krish TechnoLabs to find a solution.



Blending the needed flavors

Acknowledging that the client was running its business on Magento Cloud and needed an overhaul, the team decided to migrate its store to a more user-friendly platform, Shopify Plus. However, the process would not be as easy as finding a solution. The need was to create a personalized strategy, which should involve the migration process, data transfer, theme, and a few other integrations. Piling them all together, the team started to do initial meetings. With all the key takeaways and a well-defined modus operandi in front, the team focused on a seamless transition to Shopify Plus using Excelify App. The aim was to execute the process with no data loss. Technocrats also aimed at customizing the theme to enhance the customer journey whilst keeping the brand's identity intact. Besides these, shipment integration, easing the payment process, and optimizing the store's performance were few other vital steps of the strategy.

Relishing the fresh essence of commerce

The migration process and revised online portal worked like a magic wand for the client. After successful completion of the migration process, the client started noticing a subsequent rise in the footfall on its store. The figures touched as high as 200%. This eventually helped them increase their average order value by more than 166% and a hike of over 150% in their ROI. The figures attained were indisputably proportional to the integrations done and the dedication with which they were implemented.



Client Speaks

“It has been pleasure working with Krish team. they develop and maintain our digital presence. The development team did a great job in churning out the complicated huge project. They indeed played it well and helped us migrate to shopify plus without any loss of data and commitments they made in regards to time and expectations.”

Matt Popkin
Owner



Statistics

