

Website:

www.allinonepaint.com
USA

Industry:

Home Decore

Model:

B2C

Platform:

Magento 2 - Commerce
Cloud - Pro

Commerce that started with Passion received a little extra attention from **Magento 2**

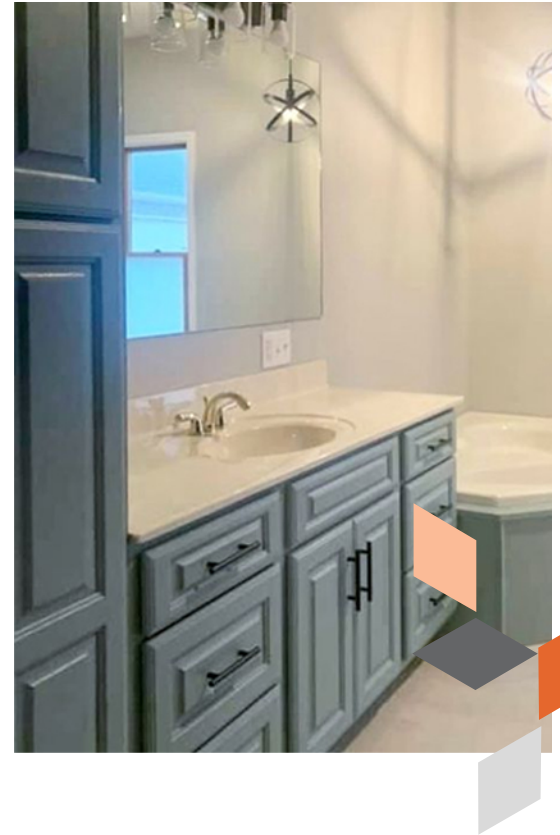
The commerce didn't take long to gain the eyeballs and experience an increased footfall of over 140% after getting the right platform.

Making painting **easy and attractive** for everyone

Heirloom Traditions All-in-One Paint was founded by Paula Blankenship in 2013. While it all started in her kitchen as a hobby to revamp her old furniture; the successful implementation and desire to introduce something new to the world- HT Paint came in to existence. Initially, HT Paint continued their online commerce through the BigCommerce Platform. However, it didn't take long for them to gain the attention of their target audience.

Some of the key challenges faced by them included outdated customer experience of the existing website, difficulty in adding new features to the existing SaaS-based website, lack of customer engagement, and commerce experience for buyers. Besides this, even the UI and UX needed a thorough overhaul to ensure seamless commerce for the client and target audience.

It was then, they felt the need to enhance commerce and deliver an experience that matches the quality of their product. To explore the scope, they contacted technocrats at Krish TechnoLabs.



Adding the **Required Blend**

After learning about the client challenges and acknowledging the state of their current commerce portal, it was clear they needed an immediate migration. Keeping the business requirements aligned, the team concluded Magento to be the suitable framework for them. However, before starting with the migration process, it was important to build a personalized strategy that prioritizes client's challenges and serves them with the much-needed solution.

That's where all the brainstorming and efforts are implemented. The team prioritized enhancing and overhauling the entire UI/UX. This was done keeping in mind their target audience and responsiveness with the ability for HT paint to utilize a variety of promotions. Besides this, setting up of a multistore based frontend to bring the Content and eCommerce-based pages under the same platform and different sub-domains were executed. In addition to a number of integrations to their backend systems, the team ensured that the client loses no data during its transition from BigCommerce to Magento.

Few other integrations included SkuVault, Shipworks, and CRM- Gorgias to process the orders seamlessly and automate the updates to Magento and Amazon. Also, to make the shopping experience more engaging and smooth custom features like coupon code listing, address verification, Facebook and Google login, etc. were developed. All of these combined with other features made the website ready to achieve new benchmarks.



Getting Back the Love With Which the Brand Was Created

While the transition was smooth and integrated changes worked seamlessly, results didn't take long to be evident. The first thing HT Paint noticed was an increase of in their revenue by 120% as a result of the increased traffic by 140%.

Besides this, a drop in average page load time was also noticed. Now, it is around 2.6 seconds- a nice improvement from the previous BigCommerce store.

That's how it's supposed to be, it's all connected. One accomplishment leads to a new benchmark.



Client Speaks

“Krish TechnoLabs 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. I would surely recommend Krish for your online commerce enhancement.”

Melissa Osborne
General Manager



Success stats

