bioiQ®

krish TECHNOLABS

USA's Leading Healthcare service provider adopted Magento to strengthen its Commerce

BioIQ relished the glory of commerce with over 20 thousand registrations in the first quarter of its launch.

Building a healthy society for over 15 years

BioIQ was founded in 2005 in Santa Barbara, CA. With their very launch, they soon gained tremendous attention and acceptance from the people. They have been providing medical/health care framework works by flawlessly ensuring the wellbeing of individuals by testing them through software. While their online presence was performing well for years, they soon faced the need to improve their web presence.

Some of the key challenges faced by them included collecting important data that was lengthy and challenging, tracking policies and accessing the information, attracting and engaging users, and easing the overall experience by enhancing UI and UX. Besides this, allowing customers to dynamically select various options (like hair color, eye color, face color, etc) to create an animated Avatar was a challenge. The same will eventually get displayed on various pages and as a support chat executive image while chatting. It was then they decided to connect with technocrats of Krish TechnoLabs to learn about scope.

Creating a healthy environment

Understanding the project requirements and client expectations, the team was sure that they have to build it from scratch. Keeping the same in mind, the team-initiated rounds of meeting with the client and technocrats at Krish TechnoLabs. Besides this, simultaneously team kept the client in the loop to better understand the requirements. It was the takeaways from the same, that further helped the team to create a personalized strategy for the client.

This is the most interesting and perhaps challenging part. Reason being. The team has to prepare an entire boulevard to reach the determined goals. Acknowledging all the takeaways from the discussions, the team started to build the strategy. The primary emphasis has been on attracting the people to visit and share their details. The secondary aim was to have this information sorted and aligned for easy access. A couple of additional steps were added to the checkout flow that helped get more data from the customers to provide them the better service.

Flaunting the Boosted Online Presence

While the project discovery started in January 2020, the team began to work in March and didn't take long to finish it. But well, this isn't the best part. Glory began to walk-in in form of a 180% increase in customer registrations. Also, mobile traffic showed a rise of 70%, assuring that the visitors we re loving the experience. All-in-all, the client did notice positive changes and seemed happy with the final results. This is exactly what motivates and inspires the team Krish Technolabs to keep performing in the best possible ways.
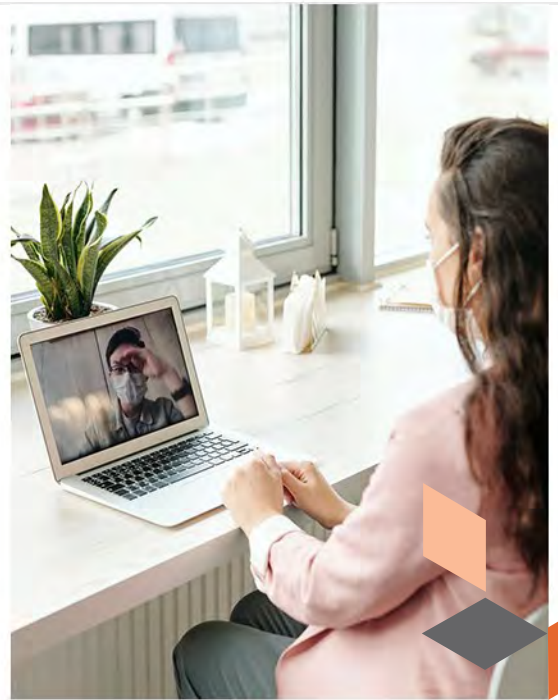
Client Speaks

"When we saw a rise in digitization and people relying on their mobiles for convenience, we knew we wanted to improve our mobile experience. That's when we contacted Krish, and they came up with a combined solution to enhance our overall site experience.Working with them turned out to be smooth and eventful. From the first meeting itself, we experienced the team's in-depth knowledge of the Magento platform. Within no time, the task was under pipeline and came out afresh. I would surely recommend Krish for your online commerce enhancement. "

Steve Orlando
Director, Software Development

Success stats

180%
INCREASE IN CUSTOMER REGISTRATION

70%
MOBILE TRAFFIC INCREASES

2.30sec
AVERAGE LOAD TIME