

**Website:**

www.alokozayshop.com

**Industry:**

FMCG

**Model:**

B2C

**Platform:**

Magento 2

## Blurring the Global Boundaries with Seamless eCommerce

Alokozay reached a wider audience by upgrading the Magento and tapping into superior eCommerce.

## Leading the Food and Beverage Industry

Alokozay is one of the largest FMCG brands in the Middle East, with a global reach in 40+ countries. With a glorious history that spans over a century, Alokozay has its roots in Dubai. They hold an important place in the food and beverages industry with a diversified and premium offering. They have a comprehensive manufacturing and distribution network spread across the Middle East, Asia, Africa, North America and Europe.

While the Alokozay Group of companies believe in building brands that people love and add value to the everyday lives of millions worldwide, the outdated brand experience was getting in the way of it. Alokozay required an eCommerce platform that could handle the complexities of their B2C business operations while offering detailed customizations. The experts at Krish worked on a strategy that helped the client scale to new heights.



## Addressing the Challenges

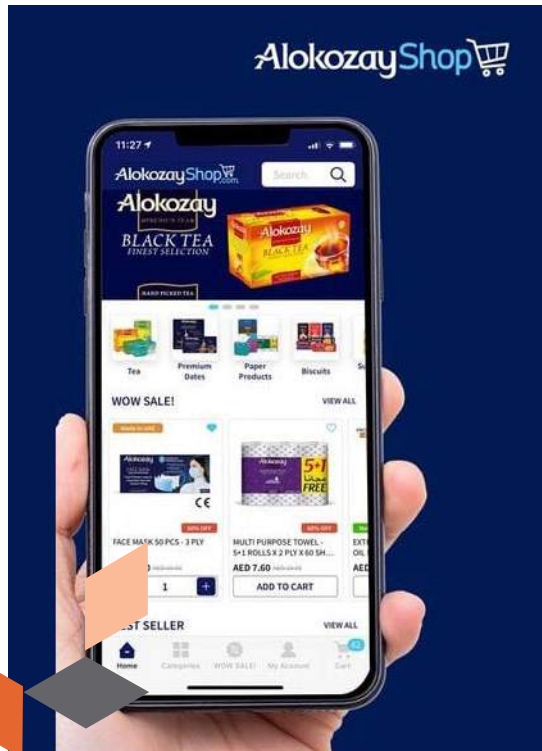
The Outdated UI/UX, server compatibility to manage surplus visitors, caching, and performance issues could not support the client's ambitious digital plans. The site was seriously behind on user experience and not mobile-friendly. Also, it lacked systems for back-end management, making the business processes challenging for the vendors and the client.

## Redefining the Brand Experience

The end goal was to create a seamless brand experience for Alokozay. The prioritized enhancing the UI and UX as per the customer needs. Besides this, to make the eStore more accessible with Magento 2 platform upgrade, Krish also built a Sphinx search- a search functionality that enables easy navigation. The newly implemented features ensure that visitors to the shop receive highly-relevant product suggestions.

To further step up the CX, Krish simplified the login and forgot password functionality by implementing an SMS gateway. Krish created multiple web stores for respective countries, enabled country store redirection based on Geolocation, providing a 'local' feel irrespective of the place.

We enhanced the order management with a third-party custom order management system, leading to simplified business practices for the client. In addition to the functionalities, The team worked on various server migration and compatibility issues, increasing the website speed.



## Raising the Bar with Magento 2 Upgrade

The out-of-the-box features and powerful tools enabled the client to overgrow and enter new markets. With the upgraded eStores, Alokozay now has access to a sales platform that makes it easier for the eCommerce team to operate the shop.

Krish created an online ecosystem that blurred the geo boundaries and boosted the business globally. The client noticed a scale in mobile orders and a significant drop in the abandonment cart due to an enhanced user experience. The client experience increased market share and exceeded the customer expectations. All the measures have led to significant improvements in usability for the client.

## Client Speaks

“The experts at Krish seamlessly created an end-to-end experience surpassing all the challenges within a short time frame. We are thankful to Krish for understanding our requirements and helping us create a seamless brand experience globally.”

**Chandan Prasad**  
eCommerce Manager, Alokozay

## Success Stats

**170+**  
ORDERS PER DAY



**1000+**  
REALTIME USERS

