

Website:

<https://www.buyonline.nestlewaters.ae/>

Industry:

Food & Beverages

Model:

B2C

Platform:

Magento 2 Commerce

Delivering Purity via Feature-loaded eCommerce Store

Nestlé® Pure Life® addressed their business needs by upgrading to Magento 2 and creating a superior customer experience.

Unlocking the Power of Safe Drinking Water Leveraging eCommerce

Nestlé® Pure Life, formerly known as Nestlé Waters, is one of the global front runners in the food and beverages industry that deals with bottled drinking water at affordable prices since 1998. They promise to deliver top-quality bottled water with a pleasant taste and a smooth texture. Their state-of-the-art automated systems and superior filtration technology render safe and healthy drinking water to fulfill the hydration needs of consumers across the globe.

Mainly focused on B2C, Nestlé® began its association with Krish way back in 2018. With only one market launched on Magento 1, it was struggling scenario of end of life. So, to counter the outdated eCommerce platform, Krish executed a well-planned migration for Nestlé® from Magento 1 to Magento 2 for their UAE, Bahrain, Lebanon, Egypt and Pakistan regions' e-Stores.



Defining the Stumbling Block

The outdated eCommerce website based on Magento 1 could not fulfill day-to-day operational needs. The registration journey for new and old customers alike has some significant loopholes which contributed to the churn rate. Additionally, competitive market needed an upgraded platform for the future promotions. Furthermore, the Nestlé Security compliance, is mandatory to deploy any release on production environment.

Bringing Drinking Water **Just A Click Away!**

It was getting cumbersome for Nestlé® Pure Life® to render a flawless customer experience to its consumers with an outdated eCommerce platform. Their demand for an up-to-date eCommerce platform stemmed from the need for Magento 2 to integrate intricate customizations to handle their B2C business through and through. Krish's Magento experts helped build a strategy with the team to deliver the same and more.

Faultless migration and up-gradation to Magento 2 was the mantra the Krish experts had to go by. The Magento and the ERP software were optimized to render seamless synchronization. Issues like updating real-time orders, up-to-date payment details, and character limitations in CyberSource were given top priority. The bounce rate ratio also significantly reduces thanks to the optimized end-to-end customer journey.

We also provided the client with a full-time, 24x7x365 days fully functional and dedicated team to encounter and mitigate any issues pertaining to the eCommerce platform in Dubai. The motive was to provide a head-to-toe eCommerce solution to the client. Within one year, Krish developed and deployed seven other e-Stores in Lebanon, Pakistan, Bahrain, Qatar, Jordan, Egypt and Saudi Arabia in Magento 1 and starting from last quarter of 2020, we started launching their upgraded platform in Magento 2 and within six months, we launched a total of five markets in Magento 2. A mobile application is also launched for the UAE, Bahrain, Lebanon and Egypt market, while for the other regions, the same is underway.



Anticipating the Future With **Magento 2**

Nestlé® Pure Life welcomed the Magento 2 upgrade with open arms. This much-needed upgrade equipped their e-Stores with out-of-the-box features, customizations, and optimizations that enhanced the overall customer experience and rendered a prominent brand presence. The website's overall performance improved, with the customers claiming the average load time to be less than 4 secs.

With a significant increase in the per-day orders, the business also recorded a rise in the overall customer registrations, both new and old alike. This has led to creating a successful aura around the business and a decrease in leaving customers.

Client Speaks

“I believe we as a team did an excellent JOB in pulling all the markets in NW MENA onto M1. It was a grueling exercise taking into consideration the number of entities involved in the process. And from there, we have moved forward with the M2 launch in UAE and planned roll-outs in Q1 2021 and Mobile Application that is about to be launched in early JAN '21.

I found your team to be very customer-centric, approachable, reliable, and technically sound. We are glad that we started this engagement with dedicated resources who always ensure high customer satisfaction.”

Roopesh Babu

Information System and Information
Technology Manager

Success Stats

4Sec

AVERAGE PAGE
LOAD TIME



200+

ORDERS EVERYDAY

WELCOMING

40

NEW/EXISTING CUSTOMER
REGISTRATIONS PER DAY

