

Website:
<https://inthelighturns.com/>

Industry:
Consumer Goods

Model:
B2C

Platform:
Adobe (Magento) Commerce

In the Light Urns Creating the Perfect Last Memory by Unified Digital Commerce

In the Light Urns migrated to Magento 2 backend in pursuit of providing the best last gift to their customers' loved ones and making the customer experience as easy and comforting as possible.

Turning Ashes to Memories Leveraging Seamless Digital Commerce

A family-owned company constantly striving to help with their customer's grief and provide the perfect cremation urn, jewelry, and keepsakes, In the Light Urns ensures a heartwarming customer experience. Over time, the love and warmth they give to their customers have turned their business into pioneers of the funeral industry in the USA. Still, they were constantly concerned about performance issues pertaining to their old eCommerce platform. Hence, to redress these long underlying problems, they turned to Krish.



The Pain Points

One of the significant problems that were negatively impacting the business was low eCommerce store performance. This coupled with mediocre website stability, this problem can prove to be fatal for any eCommerce business over time. Also, the system was too complex with substantial issues, with order tracking and management.

The Keepsake Providers Needed Digital Revamp

Keeping the journey as painless and effortless as possible is crucial for In the Light Urns because of their niche customer pool. Their ultimate motto is to soothe the grieving process. This brings them to associate with Krish to address their eCommerce store's performance issues to render a superior CX. Hence, the digital commerce experts at Krish strategized and migrated them smoothly from the Drupal backend to the Magento 2 backend and also helped them carry out seamless eCommerce operations.

Krish's eCommerce technocrats built a customized storefront for In the Light Urns while cataloging the data to achieve optimum performance and website stability. The data management standpoint was given priority while streamlining the operations. Also, a better and improved custom order tracking solution was integrated with the store. Finally, to deliver a personalized and relevant shopping experience, the Algolia Search was integrated, which further helped to boost conversions.



Magento Giving Angel Wings to In the Light Urns

In the Light Urns have more than four thousand and growing product catalog size. The eCommerce store's performance improved twice as much and increased efficiency in the day-to-day workflows. Also, with an optimized order management system, the operations were better streamlined. The store's overall revenue showed more than a hundred percent surge. Magento gave In the Light Urns wings to unlock endless future growth opportunities.

Client Speaks

“Having worked with Krish TechnoLabs' team for our migration project was a wonderful experience. After revamping our eCommerce platform and the entire website, we had drastic welcoming changes in terms of website performance and conversion rate. Krish's representatives were always available to talk and address any issue that we had while tackling every obstacle on the way. We love our eCommerce store and are looking forward to establishing a long-term relationship with Krish.”

Rick Fraser
COO, In the Light Urns

Success Stats

1.3
SEC AVG. LOAD TIME

+160%
BOOST IN STORE
PERFORMANCE



+130%
INCREASE IN REVENUE

