

Website:

www.binding101.com
USA

Industry:

Industrial Goods

Model:

B2B/B2C

Platform:

Magento Commerce on Premises

Easing commerce for the largest finishing and office equipment **manufacturer in the USA**

The leading manufacturer and seller successfully optimized their store's performance and noticed a rise of 35% in their mobile traffic.

Assisting country's economy by **strengthening office operations**

Having its roots in the year 1932, the company started as a family business serving clients under the name Spiral Binding. It was in 2007 that they launched Binding101.com to fasten the work and serve their clients in the best possible way. What started in the year as a two-employee company, soon made an invincible space in the market. Talking about association, they are associated with Krish Technolabs since last 1 year. They were doing considerable business with their Magento 1 store, however, with the increasing footfall, they felt the need to upgrade their store to Magento 2.

Some of the key challenges that they were facing included managing the increasing footfall, increased cart abandonment ratio, the UI was not too great to engage customers, and sharing the massive list of products with their customers. Summarising their list of challenges, they were looking to have better UI/UX and eventually boost the overall performance of their store.

Having said this, the team listed all the challenges and initiated the process to create a customized approach.



Creating a better **environment for growth**

Being associated with the brand for more than a year, the team was acquainted with their vision and store's performance. Looking at the challenges, it was clear that the client needs to upgrade their store to Magento 2. However, the need was to build a strategy that doesn't make them loose any data and create a seamless UI & UX to improve the experience of their target audience.

On the same grounds team started to build a strategy. The aim was to benefit both, the client, and its customers. Few key integrations like single step checkout to solve the cart abandon rate and increase their revenue, performance optimization, user friendly layouts for categories, ImPrintNxt Design tool integration, etc. The overall emphasis has been on easing the online commerce for everyone linked with Bindin101.

Besides these, few other integrations were done like creating multiple shipping methods with flexible rules, matrix view for grouped products, custom shipping rates, and few others to lure their target audience.

Skying high in a healthy environment

After completion of the migration process, the client noticed changes with its upgraded store. Surpassing their previous hurdles, the brand noticed an increase of 25% in their average orders per day and a 20% hike in their average order value. Besides this, they also noticed boost in customer experience. This could be believed considering the increase in revenue growth by 25% and mobile traffic too increased by 35%. It was indeed a proud moment for the entire team to see the client growing its commerce.



Client Speaks

“ It has been four years now that we are working with Krish the develop and maintain our digital presence. The development team did a great job in churning out the complicated huge project. They indeed played it well and helped us migrate to Magento 2 without any loss of data and commitments they made in regards to time and expectations. ”

Jeff McRitchie
VP eCommerce, Binding 101



Success stats

