



DIGITAL
APTECH PRIVATE LIMITED

Case Study

For **Plush Addict**

About the Client

Plush Addict is a retail seller of a large range of fabric, haberdashery and sewing items with a significant inventory of over 1000 items. The owner was clearly in need of a well-organized website that could cater to a fluid and attractive display of items, updated backend inventory management and, of course, easy order processing, shipment and returns tracking.

They were facing challenges posed by the existing Magento 1 website that was subsequently upgraded to the highly advanced Magento 2 platform. Plush Addict had to display all of its products to its customers systematically to attract and retain their attention. It needed an e-commerce website that would neatly categorize its huge collection in clear lists displayed on the menu bar, making browsing easy for customers.

They wanted to offer their large clientele an optimal user experience on a well-organized and attractive website. Digital Aptech Private Limited was approached by Plush Addict to migrate its existing Magento1 e-commerce website to the specialized Magento2 portal. The objective was to help bring all products in series and have them well-displayed, making it easy for customers to find what they need with a couple of clicks.

Client Details

Name: PlushAddict

Industry: E-commerce

Geographic presence: United Kingdom

Problem Statement

- It was unable to leverage the huge business opportunities from the traffic that the industry generates, being a part of essential and regularly used items.
- An unstable website that was not able to display the full range of products failed to generate business from potential local customers and international clientele.
- Those coming to the site failed to reach the item they were looking for with a few clicks. Finding the exact product and its details was a big challenge for customers who wanted to check out the variety that the client had to offer.
- Viewing product details often meant going through multiple layers and also facing glitches resulting in increased page-bounce rates.

Plush Addict Partnered with DAPL to

DIGITAL APTECH PRIVATE LIMITED, a company registered in India, CIN No: U74900WB2015PTC207680

Registered Office: EN-34, 9TH Floor, Sector – V, Salt Lake City, Kolkata – 700091, West Bengal, India

Telephone: +91-33-6900 0869 /0862**Email:** contact@digitalaptech.com

- Upgrade the existing Magento 1 website to the advanced and feature-rich Magento 2, platform; the website had to be customized as per business requirements as in front end product page, visual display, admin report, a wholesale report from buying, selling, modification in catalogue grid as per business specification, backend input from bulk buying to retail customer personalization of processing by dedicated people.
- Re-create a well-organized business website neatly listing inventories under clear categories and sub-categories.
- Re-design a website that will display all information about product availability, shipping, and deliver at high speed and viewable well from any device.
- Re-create an attractive, user-friendly and responsive e-commerce website that will serve its existing customers and help attract newer ones.
- Providing a secure e-commerce transaction portal with easy checkout and global clientele-oriented multiple currency options.
- Restructure, organize and merge all existing databases with newer ones for full inventory display, easy backend management, and order and inventory processing.
- A scalable solution that will allow the business to add to its inventory as it expands its catalogue.

Website: <https://plushaddict.co.uk/>

Technology Used

- Php version 7.2.2
- Magento 2.3.5-p1
- Mysql version 14.14
- Cloudflare for CDN
- Varnish Cache

Extension Used

- Amasty Extensions
- Mirasvit Extensions
- ESS M2ePro

DIGITAL APTECH PRIVATE LIMITED, a company registered in India, CIN No: U74900WB2015PTC207680

Registered Office: EN-34, 9TH Floor, Sector – V, Salt Lake City, Kolkata – 700091, West Bengal, India

Telephone: +91-33-6900 0869 /0862**Email:** contact@digitalaptech.com

- MagePlaza Extensions
- Fooman Extensions

Challenges

- Magento 1 platform was not displaying all products under different categories making it difficult for customers to view products.
- Even installed extensions are not displayed properly on the front-end.
- Repeated admin notifications as the business expands and grows disturbing normal operations.
- Mails going out from Magento 1 were being termed as spam despite the fact that any business SEO demands e-mail marketing.
- Codes were behaving strangely despite no third-party extension being used for the website/e-store.
- Cookie life needs an extension as Magento 1 cookies have a limited lifespan resulting in repeated reconfiguration.
- Slow loading time and other issues failed to make the site visible on the Google search engine.

Outcome of the Solution

DAPL delivered a top-class website to the client that is:

- Is attractive and user-friendly, displaying all products and their information prominently
- Details and specifications of each item are clearly listed, and viewing them is just a breeze
- Multiple currency conversion tools for clients from different regions
- Users can access it from the business's huge inventory with only a couple of clicks
- Secure e-payment gateway with encryptions

Website Insights

Traffic source: 51% of the traffic comes from organic search.

Geographical area United Kingdom

DIGITAL APTECH PRIVATE LIMITED, a company registered in India, CIN No: U74900WB2015PTC207680

Registered Office: EN-34, 9TH Floor, Sector – V, Salt Lake City, Kolkata – 700091, West Bengal, India

Telephone: +91-33-6900 0869 /0862**Email:** contact@digitalaptech.com

Total visits for the last 6 months 144.89K

Average Visit Duration 00:02:13

Pages per visit 5.26

Core Business Impact

Improvement in Productivity: Plush Addict e-store is catering to its wide base of local customers in the UK and also international clientele at a rapid speed through the upgraded Magento 2 portal. The net result is a distinct increase in website traffic and final conversion in terms of hard-core revenue generation.

Operational Efficiency: Managing orders and inventory was becoming a difficult task for the brand. Easier backend operations, inventory management and order processing, means swift business management and increased business.

Customer Satisfaction: Customers of Plush Addict are highly satisfied with the well-designed website that comes with an easy user interface.

Cost Reduction: Streamlining operations with a smooth backend and faster processing has led to total overhead cost reduction as the company is serving more clients.

Customer Relationship: A well-functioning, attractive and intuitive e-commerce website has led to increased customer satisfaction and customer engagement that has helped in maintaining a robust customer relationship

Engagement Model: Dedicated model.

Certificates

SSL

TrustPilot Badge

DIGITAL APTECH PRIVATE LIMITED, a company registered in India, CIN No: U74900WB2015PTC207680

Registered Office: EN-34, 9TH Floor, Sector – V, Salt Lake City, Kolkata – 700091, West Bengal, India

Telephone: +91-33-6900 0869 /0862**Email:** contact@digitalaptech.com