



# Shopify for USA - Based Home Decor Company



# Client Profile



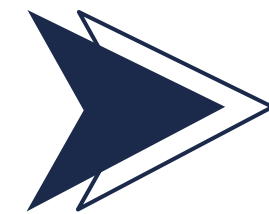
Our client is a well-established lifestyle brand specializing in handcrafted, eco-friendly home decor products. Their collection is designed for customers who value sustainability and unique craftsmanship. The brand's mission is to combine style and sustainability, offering products that enhance living spaces while being environmentally responsible. They sell their products directly to customers through their e-commerce platform, focusing on quality, aesthetics, and a personalized shopping experience.

## Current Landscape

Managing an Outdated  
Online Store

# Project Background

The client approached us at CRM Masters because they wanted to improve their online store and make it easier to manage their business. Although they had a loyal customer base, their existing e-commerce platform was outdated and causing problems. Issues like slow website performance, difficulty managing inventory, and a lack of modern features were affecting their growth and customer satisfaction.



## Business Type

B2C (Business to Customer)



Region

USA

# Software Tools Proposed



**Shopify**



**Zoho Books**

**klaviyo**

**Klaviyo**

**stripe**

**Stripe**



# Challenges Faced by Our Client



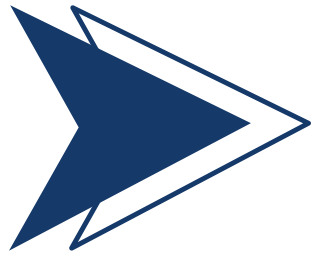
## Outdated Website Design

Their old website had a basic design that didn't match the brand's premium feel. It was hard to navigate, which led to fewer sales and a poor user experience.



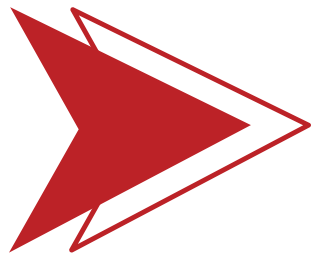
## Manual Inventory Management

Keeping track of stock manually was time-consuming and led to mistakes like overselling or delays in fulfilling orders.



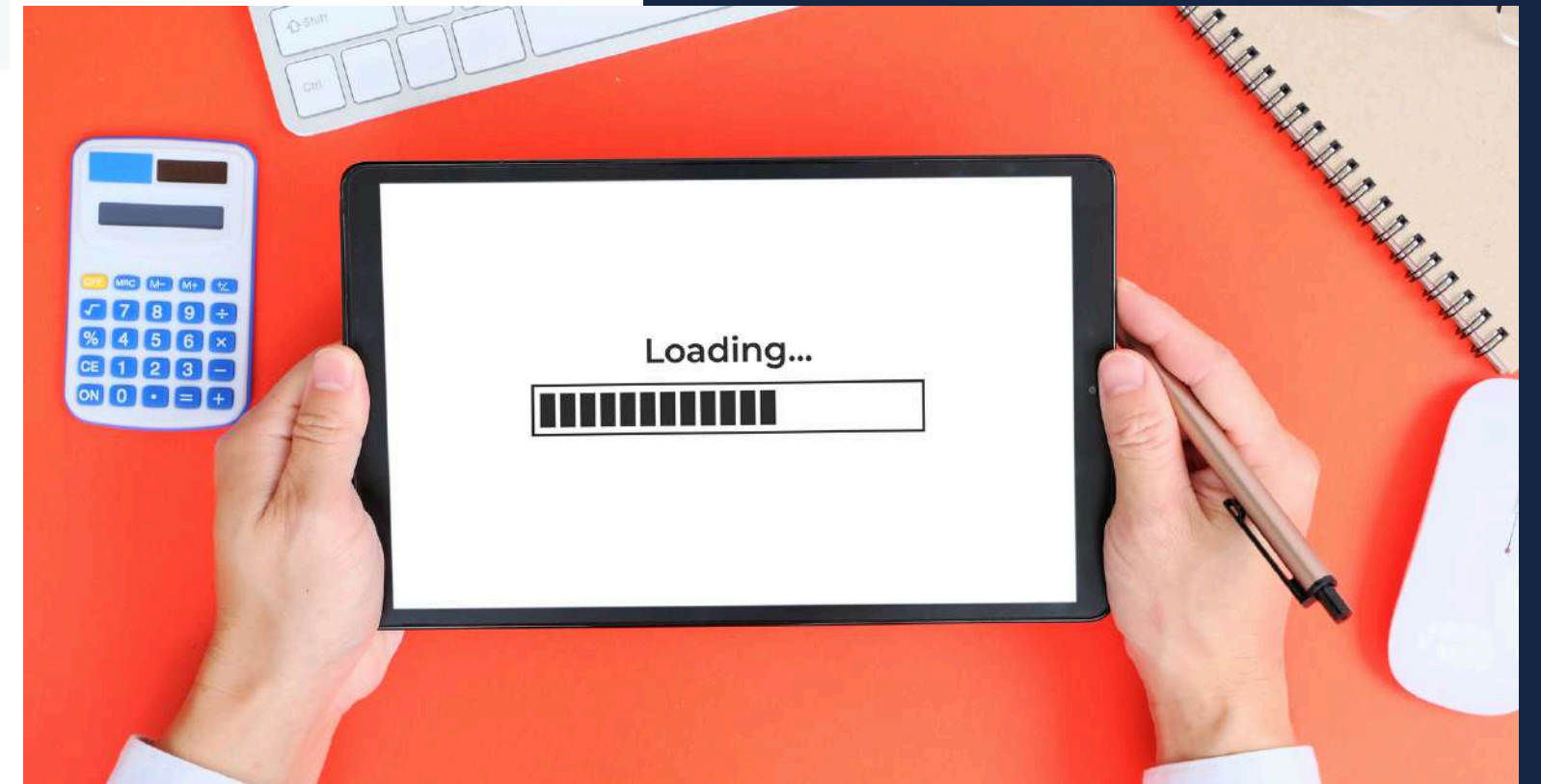
## Lack of Product Updates

Our client struggled to maintain accurate product information, stock levels, and prices across various platforms, causing differences and customer frustration.



## Website Downtime During High Traffic

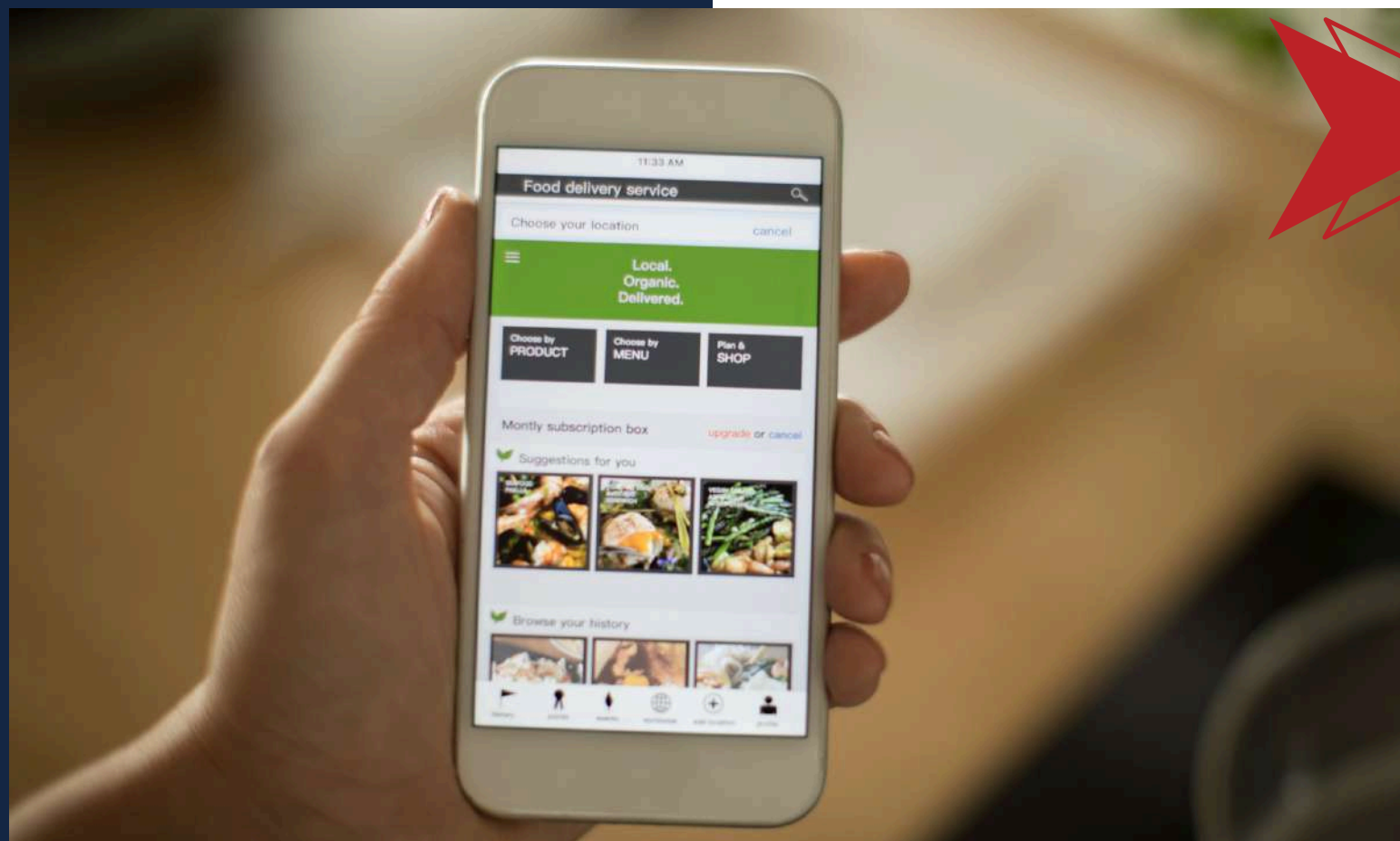
During sales or festive seasons, the website often slowed down or crashed, frustrating customers and causing lost sales.





## Limited Tools and Integrations

The platform lacked important features like payment gateways, email marketing tools, and analytics integrations, making operations inefficient.

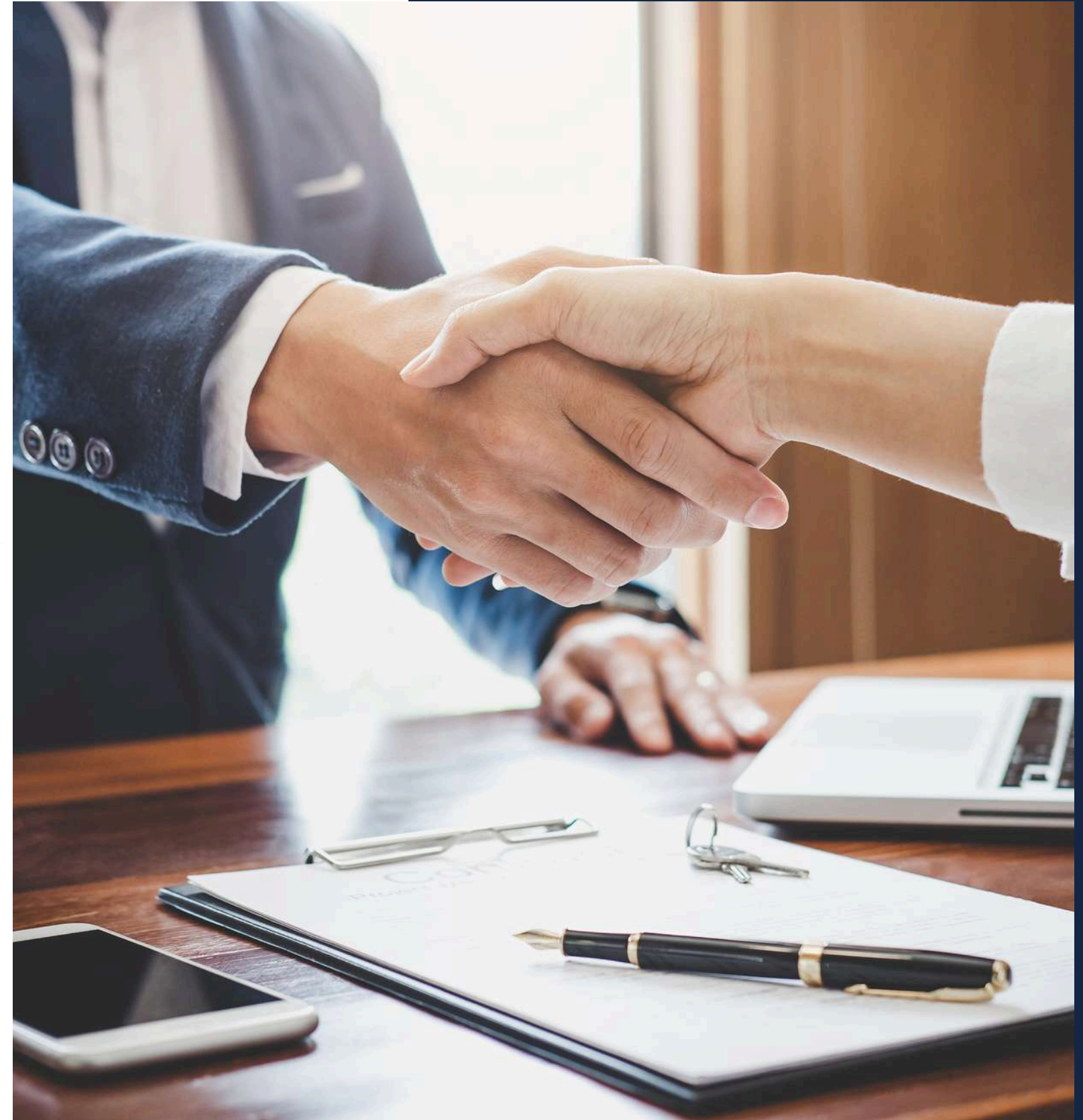


## Lack of Mobile App

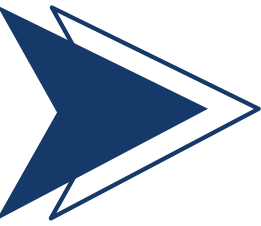
Due to the lack of a custom mobile app, their customers could not connect with them on the go, which limited the convenience for mobile shoppers.

# Solution Proposed

- **Shopify Store Development**
- **Automated Inventory and Order Management**
- **Customized Shopify Theme**
- **Third-Party Integrations**
- **Website Performance Optimization**
- **Ongoing Support and Maintenance**

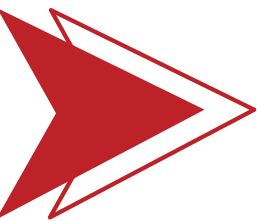






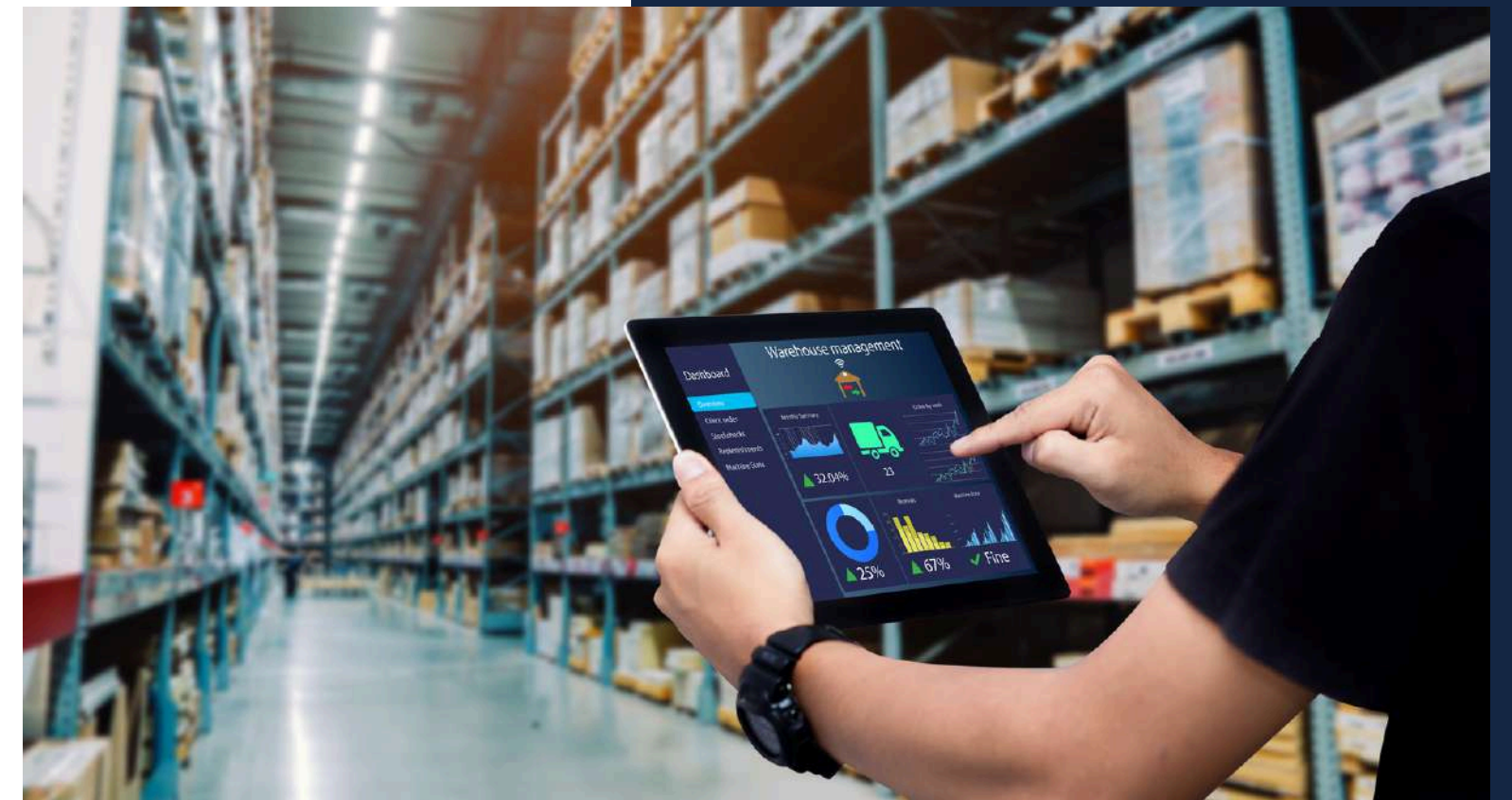
## Shopify Store Development

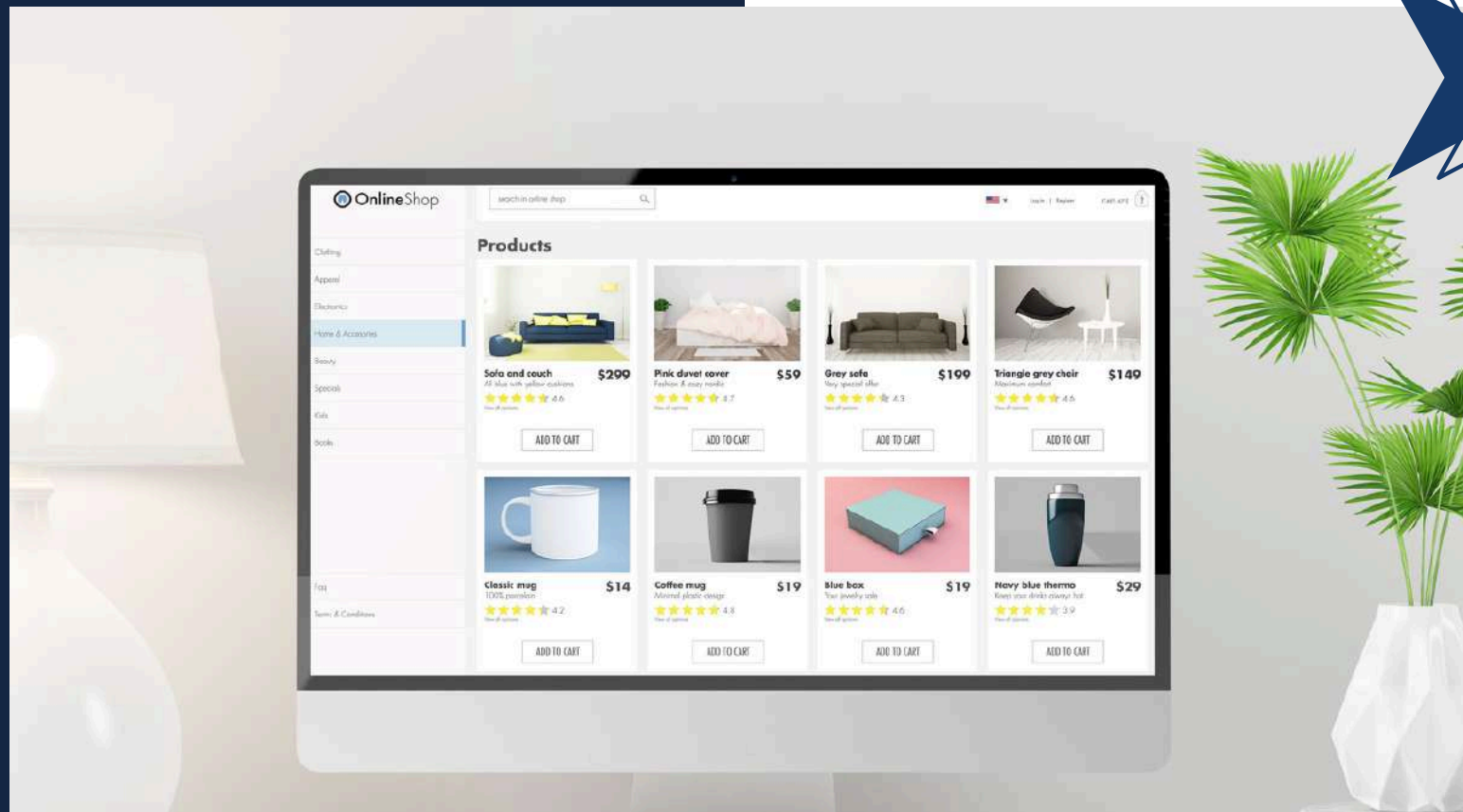
We built a new Shopify store with a clean, modern design that reflected the brand's values and provided a smooth shopping experience for customers.



## Automated Inventory and Order Management

By using Shopify's built-in tools, we automated inventory updates and order processing, reducing errors and saving time.





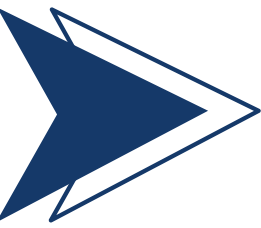
## Customized Shopify Theme

We designed a unique theme that showcased the client's eco-friendly products, making the website visually appealing and easy to navigate.



## Third-Party Integrations

We integrated tools like Stripe for payments, Klaviyo for email campaigns, and Zoho Books for accounting to simplify operations and improve efficiency.



## Website Performance Optimization

We optimized the website to handle high traffic smoothly, ensuring it stayed fast and reliable during peak sales.



## Ongoing Support and Maintenance

We provided regular support to fix bugs, implement updates, and ensure the website continued running without any issues.



# Results

Our Shopify development services delivered excellent results for the client, helping them improve their business.

## Better Website Performance

Page load times improved by 50%, reducing bounce rates and increasing the time customers spent on the site.





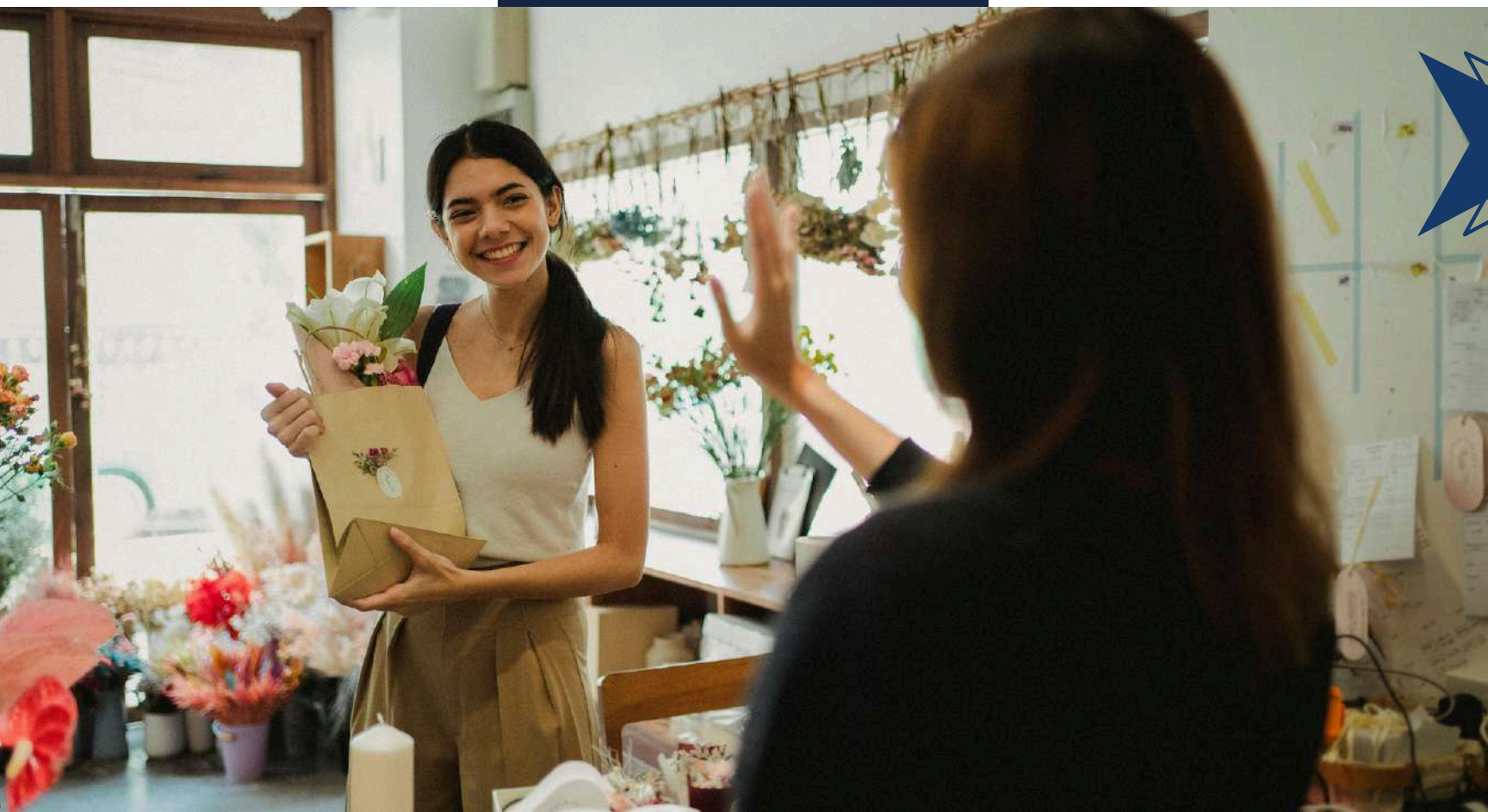
## Efficient Inventory Management

Automation reduced errors by 85%, ensuring accurate stock updates and faster order processing.



## Scalable Platform

The Shopify store handled a 200% increase in traffic during sales without downtime.



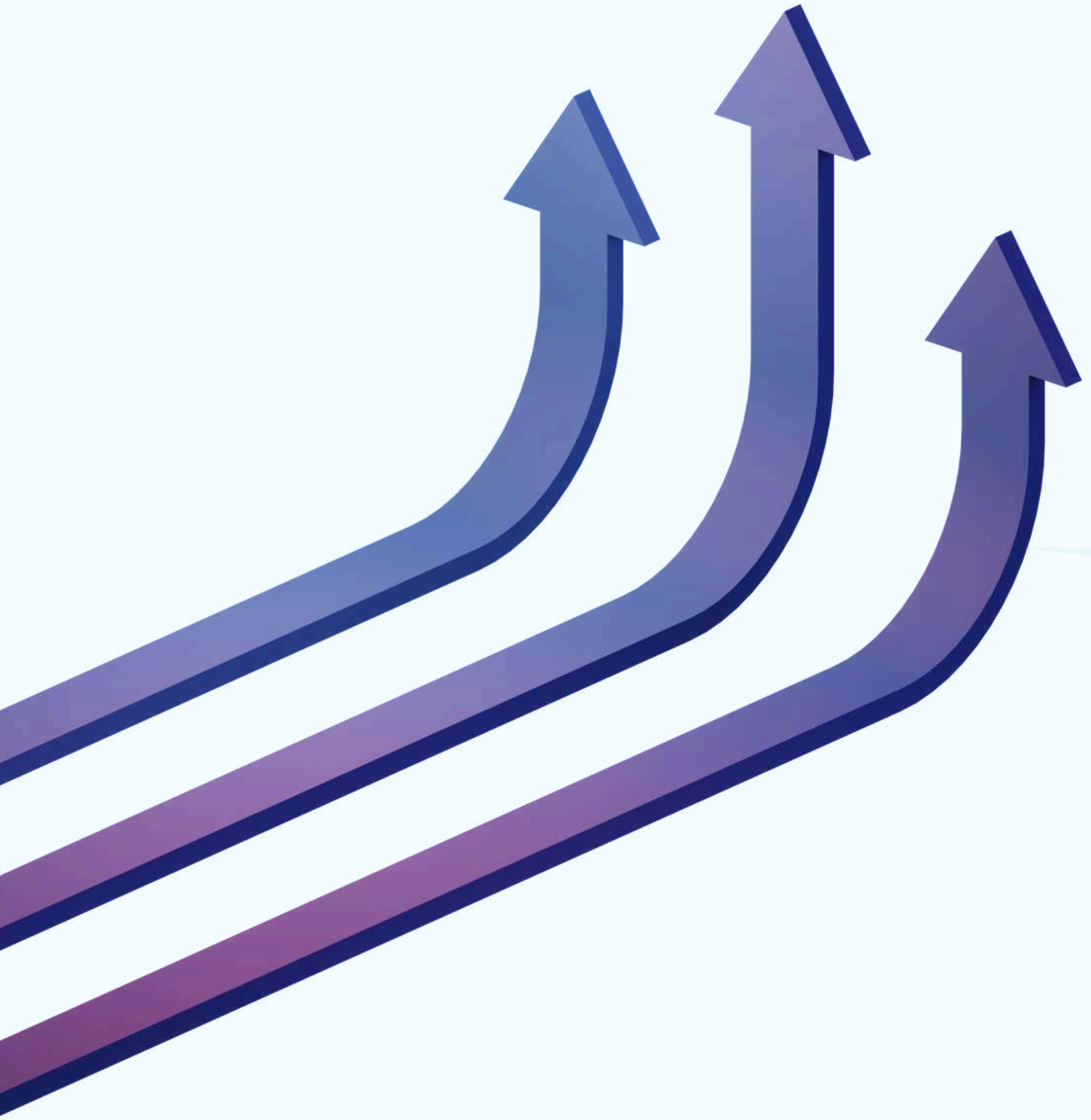
## Higher Customer Engagement

The new design and personalised features increased customer satisfaction and repeat purchases by 25%.



## Business Growth

The client saw a 50% growth in online sales within a year of implementing the new platform.



**50%**

**Page Load Time Improved**



**85%**

**Error Reduced**



**200%**

**Traffic Increased**



**25%**

**Repeat Purchases**



**50%**

**Increased Online Sales Growth**



# ABOUT CRM MASTERS

CRM Masters Infotech is a trusted **Shopify Development Services** provider for businesses looking to improve their e-commerce platforms. With expertise in **customised Shopify services**, we specialize in creating customized online stores, streamlining operations, and providing ongoing support.

Our goal is to help businesses succeed by delivering simple, effective solutions that make a real difference. Partner with CRM Masters Infotech to take your e-commerce business to the next level.







## Contact us

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**Book your FREE  
consultation call  
now!**

## Email Address

**[info@crm-masters.com](mailto:info@crm-masters.com)**

## Office Address

### India (HQ)

#529-532, Fifth Floor, Vipul Trade Center,  
Sector 48, Gurgaon, Haryana India - 122018

**Phone Number: +91 9810824033**

### USA (Sales Office)

8 The Green Suite A, Dover, Zip Code 19901  
United States

**Phone Number: +1 1800 673 0918**

### UK (Sales Office)

2nd Floor College House, 17 King Edwards Road,  
Ruislip, London, United Kingdom, HA4 7AE

**Phone Number: +44 20 4578 1518**