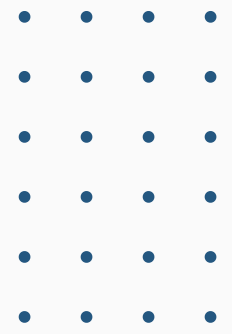# SHOPIFY IMPLEMENTATION FOR THE TILES INDUSTRY

CLIENT PROFILE

Our client is an established supplier and retailer of high-quality tiles to residential and commercial customers. They have over 15+ years in the business and have delivered all kinds of tile services including ceramic tile, porcelain tile, and natural stone. Having a robust brand presence in the local market, the client wanted to grow their online presence and simplify the order management process.

PROJECT BACKGROUND
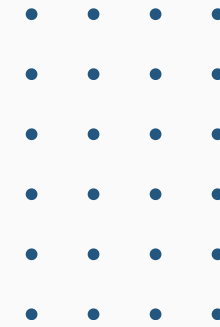
With the market shifting to a more digital-first approach, the company needed to take their e-commerce strategy to the next level. They wanted to offer a more contemporary, robust online shopping experience for B2B and B2C customers. After exploring different platforms and options, they realized they needed to switch over to Shopify so they could enable their business to grow.
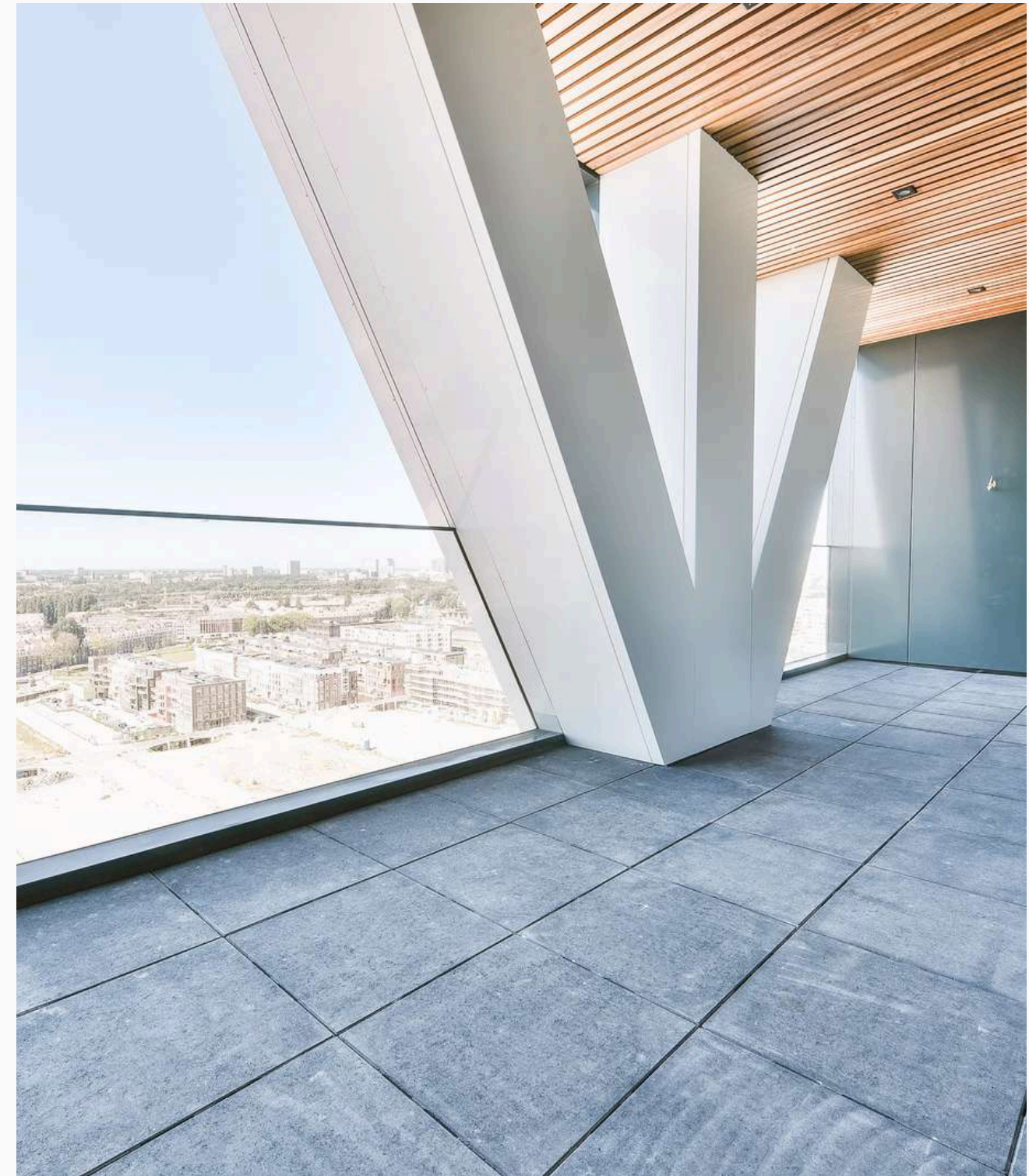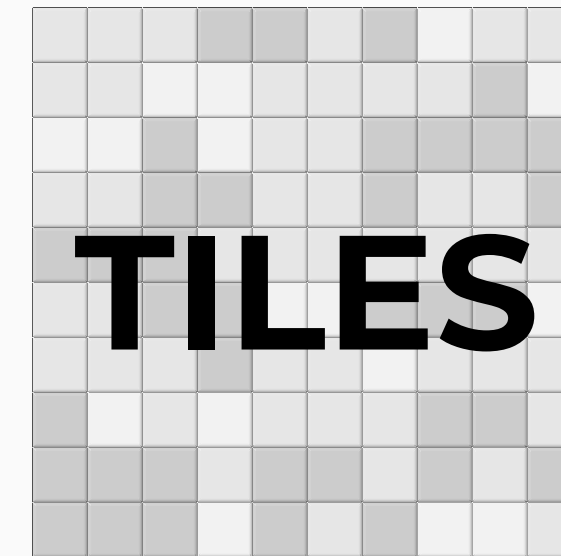
01 | **TECHNOLOGY WE USED**

shopify

02 | **INDUSTRY WE SERVED**

TILES

03 | **REGION**

UNITED KINGDOM

Challenges Faced by Our Client

Outdated E-commerce Platform

The previous Platform was limited in features, scaling, and integrations creating a poor user experience.

Sales Order Management

Keeping track of sale orders becomes hard for them as orders placed on the client's old Shopify, were unable to sync with their inventory management system which, ultimately, caused delays in fulfilment and extended processing times. This ineffectiveness led to a poor experience for customers who had already placed orders.

Challenges Faced by Our Client

Low Sales and Customer Acquisition

The client was struggling to attract new customers and convert website visitors into sales due to insufficient marketing tools and poor user experience.
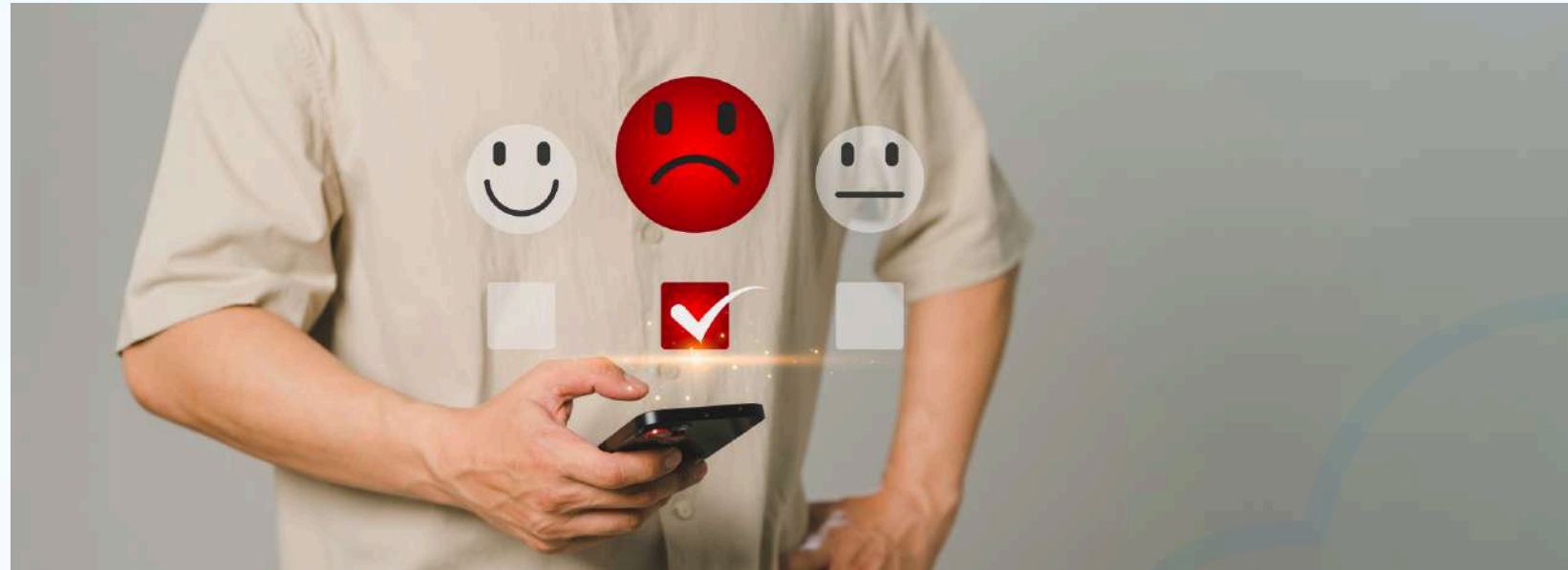
Website Performance Issues

Page-load times and non-optimized mobile experience were causing high bounce rates that affected customer retention and total sales.

Challenges Faced by Our Client

Customer Experience

The website was not optimized properly for mobile users and it raised the bounce rate as well as cart abandonment.
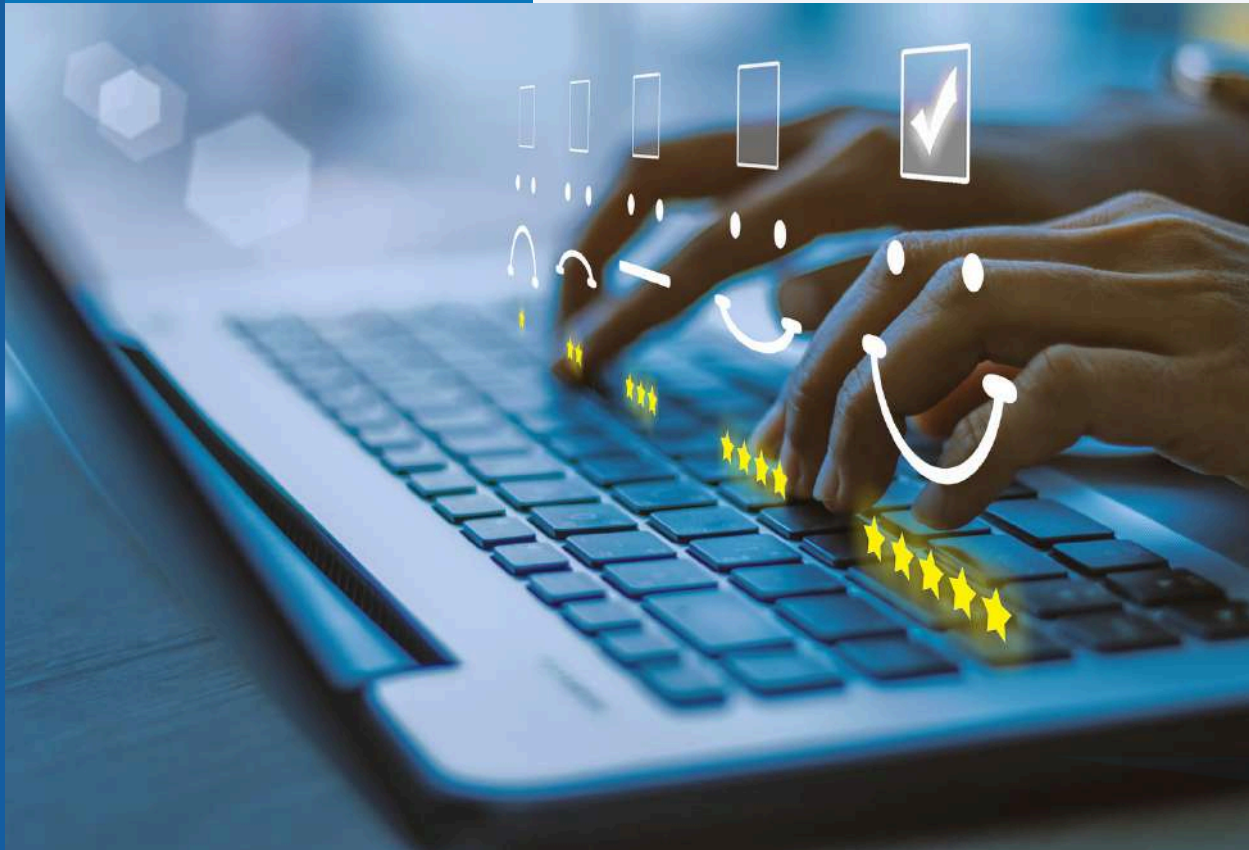
Manual Order Processing

Orders were processed manually which resulted in errors and slow fulfilment.
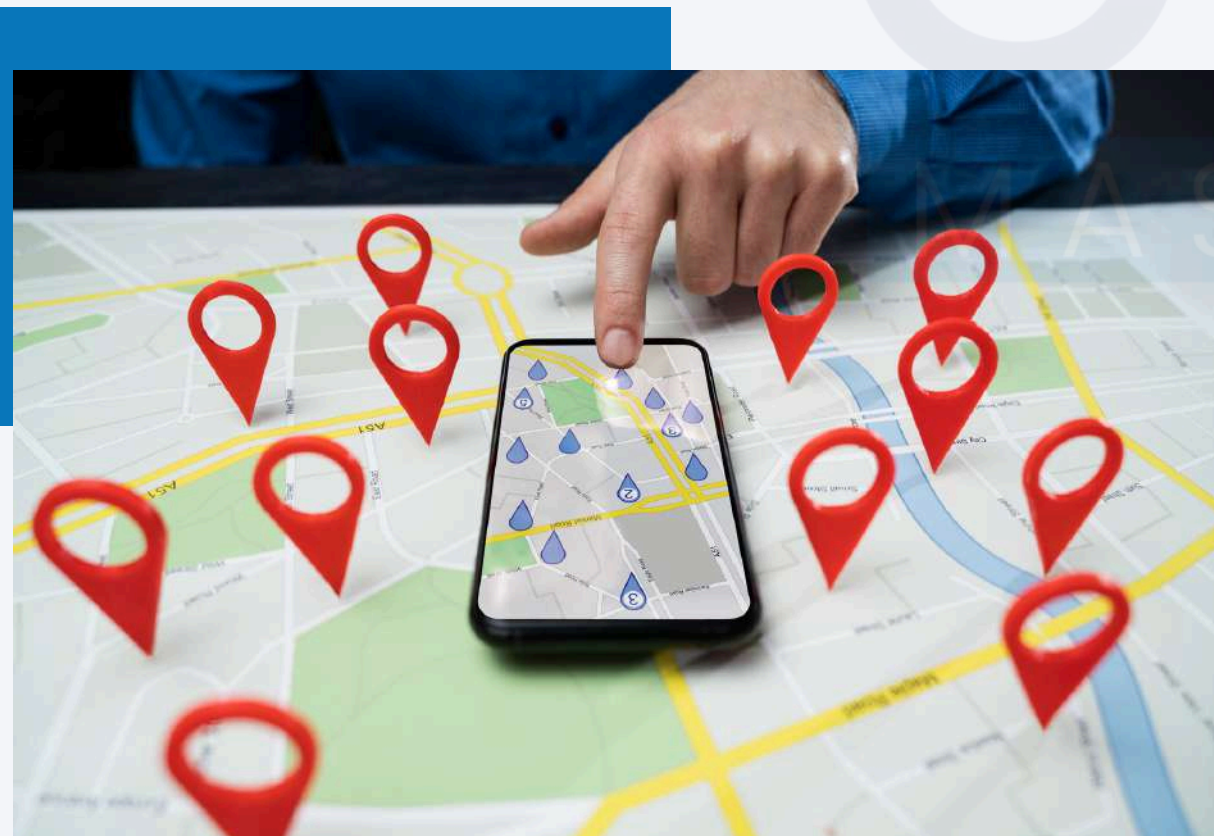
Solution Proposed

Shopify Theme Customization

We created a Shopify theme that aligned with the customer's branding, focusing on visual appeal, mobile optimization, and easy accessibility.

Multi-Area Availability

We configured the website for multi-area availability so customers from other areas could see local content and pricing. Through such features, the company improved marketing and customer reach.
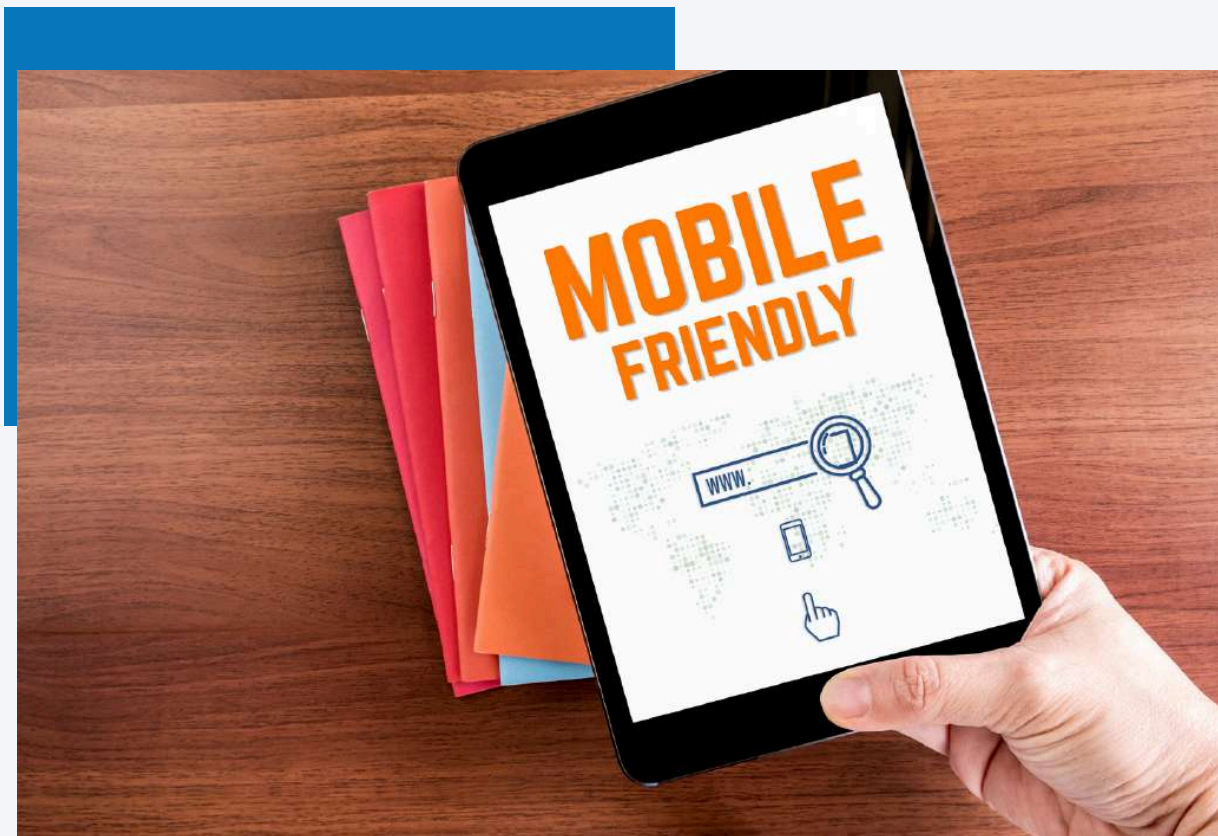
Solution Proposed

Automation

Integrating Zoho Inventory with an eCommerce site to sync stock in real-time. Automatically updating inventory levels on both platforms after a sale reduced the chance of stockouts and over-selling.
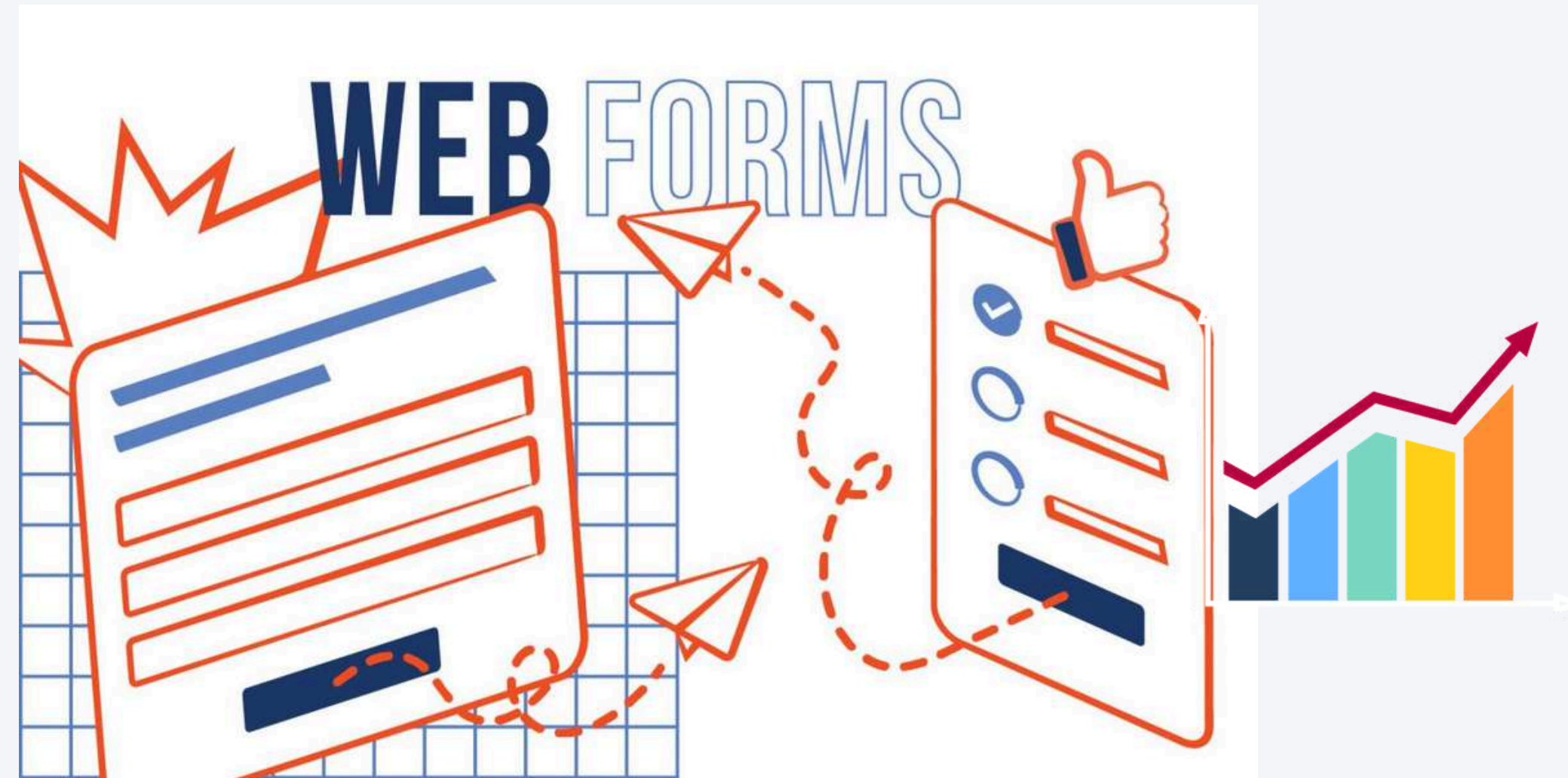

Enhanced Mobile Optimization

We created a mobile-responsive, speed-optimized custom Shopify theme. The minimalist, fast-loading, convenient design dramatically lowered bounce rates by enabling offline access to the browsing experience and improved the SEO.
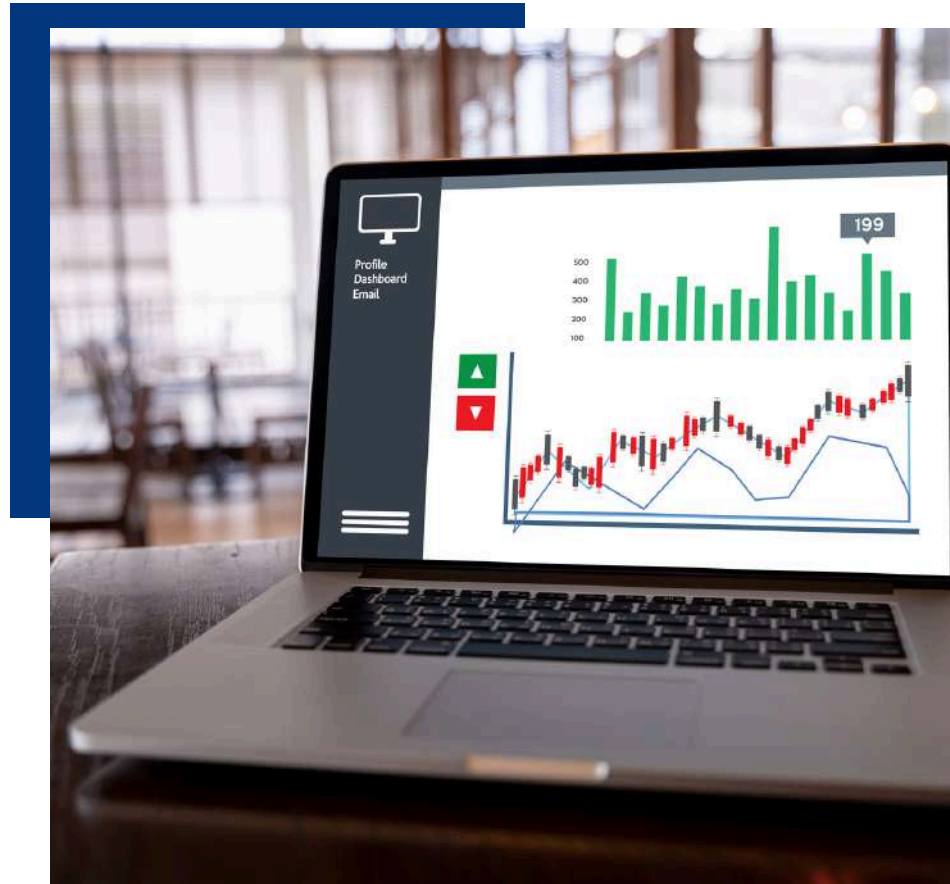
Solution Proposed

WEBFORMS TO GENERATE LEADS

To generate leads efficiently, we used customizable web forms on the Shopify website. These basic forms captured client information, including names, email addresses, and preferences, and were seamlessly integrated with Zoho CRM.

Results

Increase Online Sales

Online sales increased after migrating to Shopify. Better website function and an easier user experience helped to increase conversion rates.

GET MORE LEADS

Increase Leads

Shopify web forms and lead capture implementation helped clients generate more leads which allowed them to have more opportunities to nurture customer relationships.
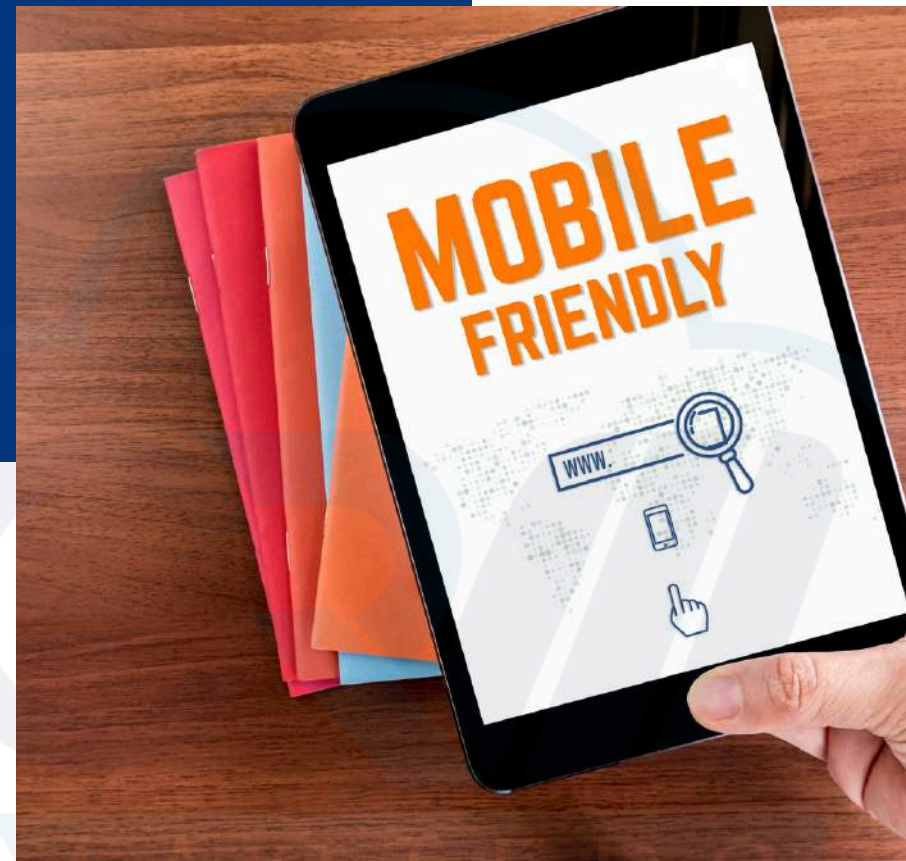
Reduce Errors

With automating inventory management and order processing, automatic processes reduced fulfilment errors and lowered costs.
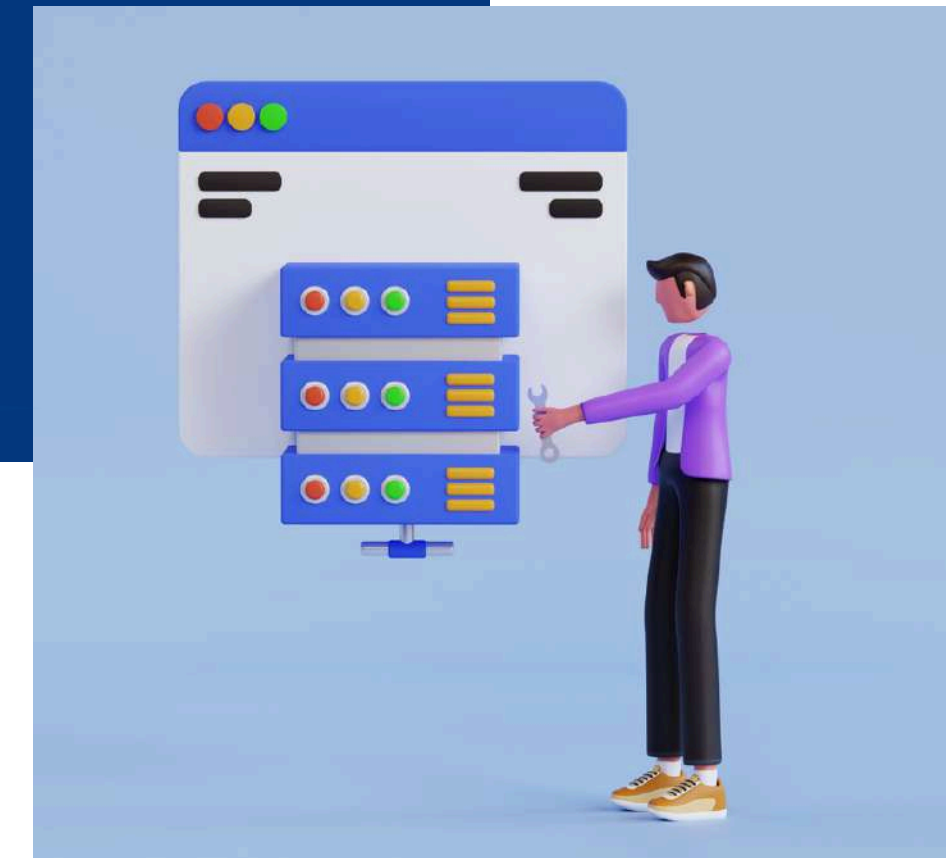
Results

Faster Website

A faster website, easy navigation and more reliable order fulfilment enhanced user reviews of the client

Mobile Optimized Site

The mobile-optimized site and faster load times decreased bounce rates and created more satisfied customers by way of higher conversion rates.
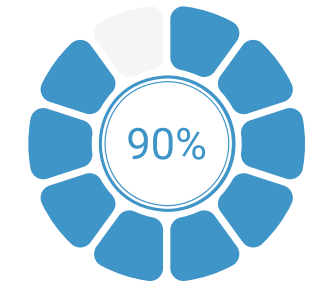
Scalable Infrastructure

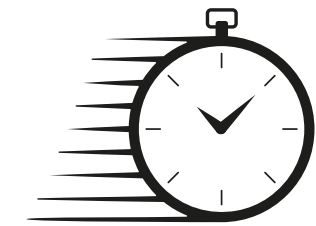Shopify had a scalable infrastructure, meaning the company could easily add more orders and expand its offerings

Performance Improvements

90%

Increase in Online Sales

80%

Increase in Leads

Faster Website

Scalable Growth

25% OFF

Reduction in Errors

About CRM Masters Infotech

ENABLING GROWTH THROUGH DIGITAL TRANSFORMATION

CRM Masters Infotech is a leading CRM consulting company with expertise in providing customized solutions for businesses worldwide. With offices in India, the UK, and the USA, we specialize in delivering innovative CRM implementations tailored to meet unique business needs. Our certified developers are committed to helping clients optimize their operations and achieve their business goals.

LET'S TALK & FIND YOUR SOLUTION

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