

**Woo** **COMMERCE**

**for UK-Based  
Premium Pet Care  
Company**





# Client Profile



Our client is a UK-based company specializing in premium pet care products, including organic pet food, grooming supplies, and wellness supplements. Their business model focuses on serving pet owners who prioritise the health and well-being of pets, offering an online platform for convenient shopping. With a growing customer base across the UK, the client sought to enhance their e-commerce operations to keep up with increasing demand and customer expectations.



## Region



## Industry Served

Pet Healthcare  
Industry

## Current Landscape

They were managing their business while dealing with e-commerce challenges like inventory, customer demands, and market changes.

## Business Type





# Project Background

The client approached CRM Masters Infotech intending to address key challenges that were impacting their e-commerce efficiency and customer experience.

Their existing system was unable to support their rapidly growing operations, and they needed a solution that could:

- Improve website scalability to handle increased traffic.
- Optimize product categorization for seamless navigation.
- Automate inventory and order management to reduce manual errors.
- Improve customer engagement through personalized shopping experiences.
- Simplify the checkout process to minimize cart abandonment.

# Software Tools Proposed



**WooCommerce**



**Zoho Inventory**



**Zoho Desk**



# Challenges Faced by Our Client







## Inconsistent Inventory Management

Inventory updates were handled manually, leading to frequent stock differences, delayed orders, and customer dissatisfaction.

MASTERS



## Lack of Interactive Features

The platform did not offer engaging elements like filters, guided navigation, or visual cues to enhance usability.



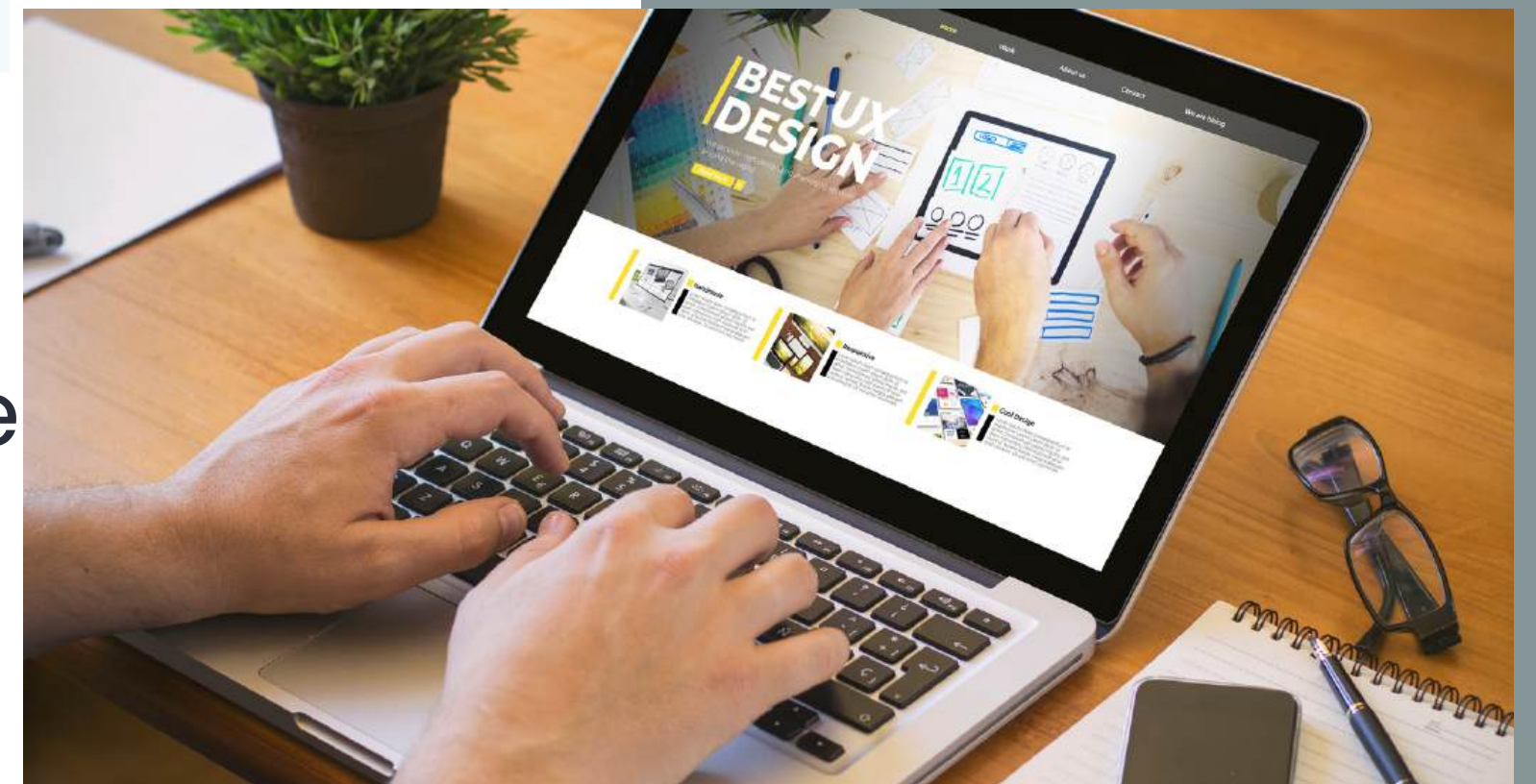
## Limited Scalability During High Traffic

The client's existing platform experienced frequent slowdowns and crashes during promotional campaigns and festive seasons.



## Disorganized Product on Website

With a diverse range of pet care products, the platform lacked intuitive categorization, making it difficult for customers to find the products they needed.



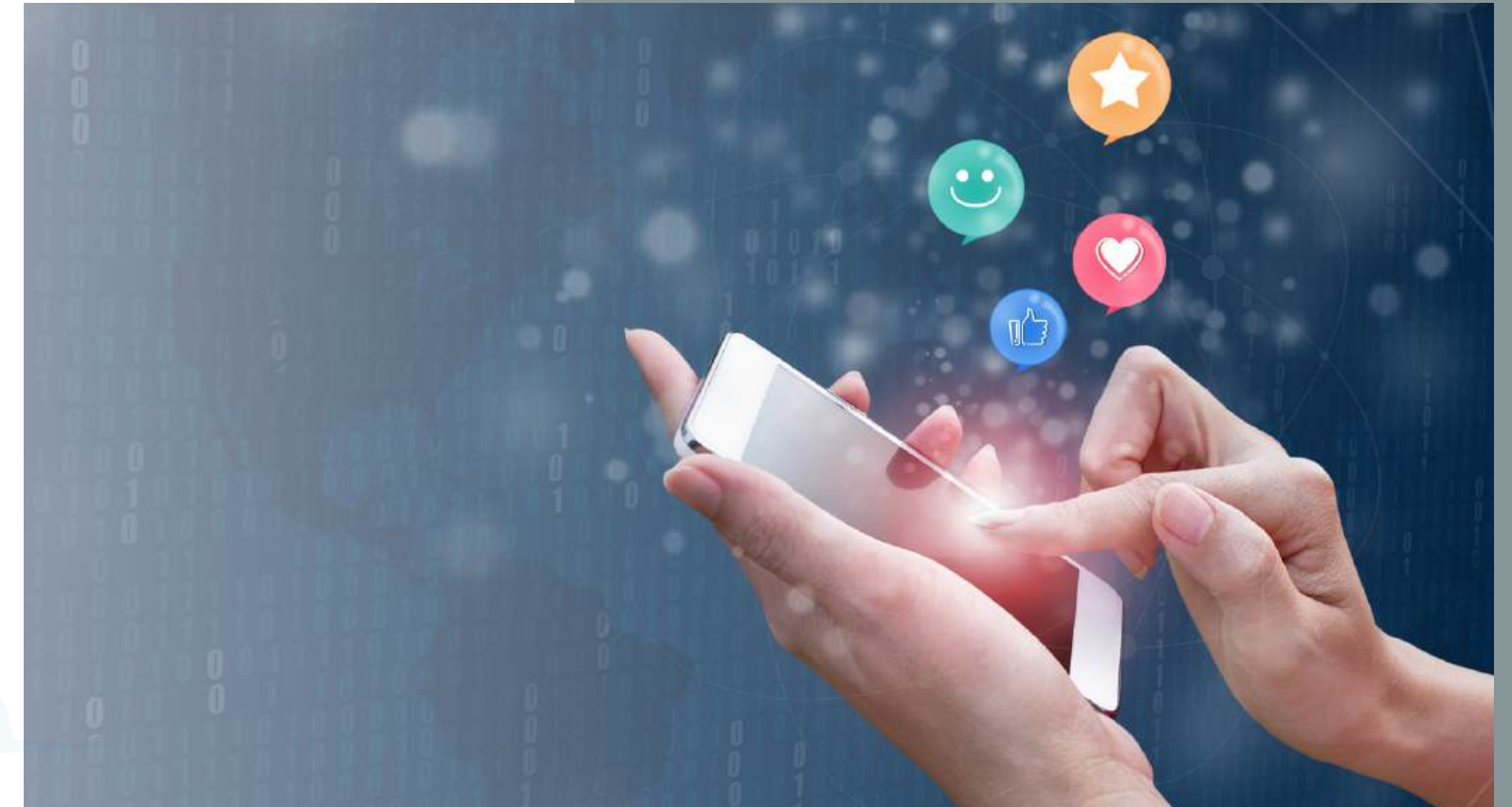






## No Personalized Customer Engagement

The client was unable to provide tailored product recommendations or targeted promotions due to a lack of integration between their e-commerce platform and customer data tools.



## High Cart Abandonment Rates

A lengthy and complicated checkout process led to a significant number of abandoned carts, impacting revenue.

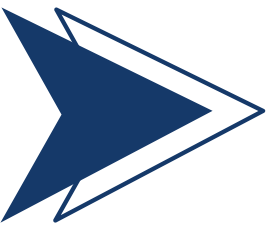




# Solution Proposed







# Designs

## Captivating Visuals

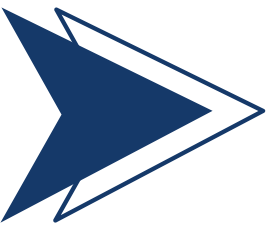
Incorporated high-quality imagery and videos to create an immersive experience for pet lovers.

## Interactive Overlays

Designed overlays that displayed additional product details when users hovered over images or icons.







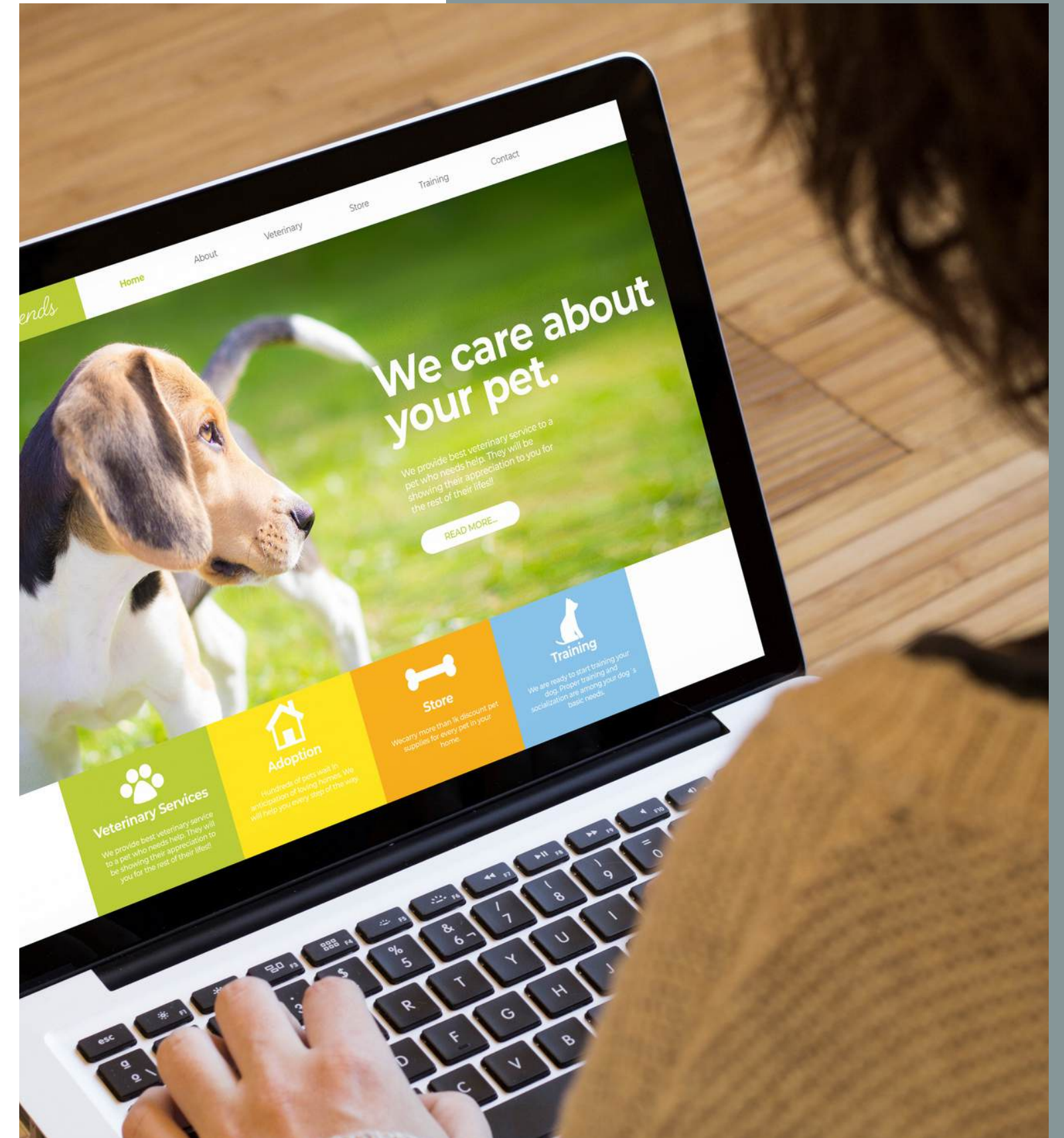
# Designs

## Consistent Branding

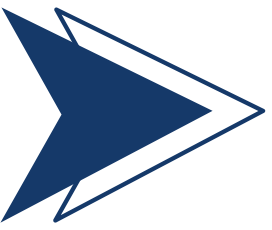
Ensured that colours, fonts, and design elements aligned with the client's corporate identity, enhancing brand recall.

## Dynamic Visual Effects

Integrated hover effects that changed colours or revealed clickable elements, making navigation more intuitive and engaging.







# Development

## Responsive Website

Built a fully responsive platform and added guided navigation to make it more user-friendly to increase customer engagement.

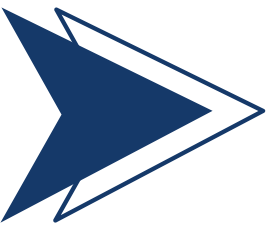
## Zoho Inventory

We implemented this to simplify their order management which helped them keep track of stocks and ensure timely order fulfilment.



Zoho  
**Inventory**





# Development

## WooCommerce Integration

Developed custom WooCommerce solutions to automate inventory updates, order processing, and customer data management.

## Zoho Desk Implementation

We implemented Zoho Desk to manage the requests, issues, and complaints of their clients more efficiently.



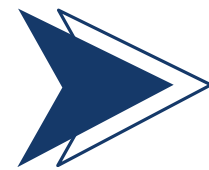
Zoho  
**Desk**





# Results

The customized WooCommerce solution delivered by CRM Masters helped the client overcome their operational challenges and achieve measurable improvements.



## 4x More Traffic

The new platform handled more traffic without performance issues.



# Improved Customer Satisfaction

Real-time updates reduced stock mismatched by **95%**.

# Increased Conversion

Improved categorization reduced search time by **40%**.





# Higher Customer Engagement

Personalised recommendations boosted repeat purchases by **30%**.

# Driving Higher Sales

Optimized checkout decreased cart abandonment rates by **35%**.





# ABOUT CRM MASTERS

CRM Masters Infotech is a leading provider of CRM, ERP and e-commerce solutions, helping businesses worldwide optimize their operations and enhance customer experiences. With 8+ years of expertise, we deliver customised solutions to meet unique business needs and drive growth.





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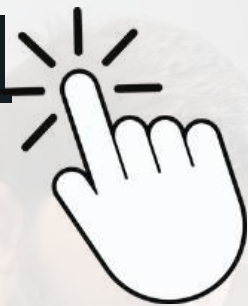
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**Book your FREE**  
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