A Sportswear Brand Experienced 83% Traffic Boost Through Website Redevelopment

Client Background

L'etoile Sport is an American sportswear brand that fuses fashion with function. Their collection of sportswear for tennis players and golfers is known for its clean lines, luxurious fabrics, and classically modern designs.

Business Challenges

To enhance the brand's popularity, they developed a website that provided customers with the convenience of online shopping in addition to their physical stores. However, the website didn't fully meet their expectations. Users faced difficulties when placing an order from the website.

Furthermore, their team used to manually handle user queries over calls, and order tracking was also a manual process. This combination of manual operations and the website's limited functionality adversely affected user traffic on the website.

To address these challenges, our client wanted to revamp their eCommerce website with the following elements:

• Content and information display

• Image display

• Niche categorization

• Strong search and navigation

• Inventory management

Resolution

Softude rebuilt the client's eCommerce website and enhanced its look and feel to improve user experience. We also incorporated all the desired key elements on the website to display both product and promotional content in a visually appealing manner.

Key Features

- Migration to Magento from Shopify
- Inventory management
- Manage promotions
- Submit products reviews
- Guest checkout
- Products comparison
- Product categorization
- Robust search and navigation
- Lead capturing through the contact form
- Quick view to check the product details
- List of popular tags and recently viewed products
- Sales recovery by sending emails and notifications

Resolution Impact

We automated the process and reduced human intervention by developing their eCommerce website. Now customers can easily place orders on the website. Also, the client's team doesn't have to manually process the orders as all the orders are directly pushed to ERP for order processing, billing, and shipment.

Other impacts of the website re-development were:

- 79% increase in the number of returnee visitors
- 29.26% bounce rate which was 73.68% earlier
- 83% improvement in overall traffic
- Real-time access to business insight reports and sales dashboards for quick decision