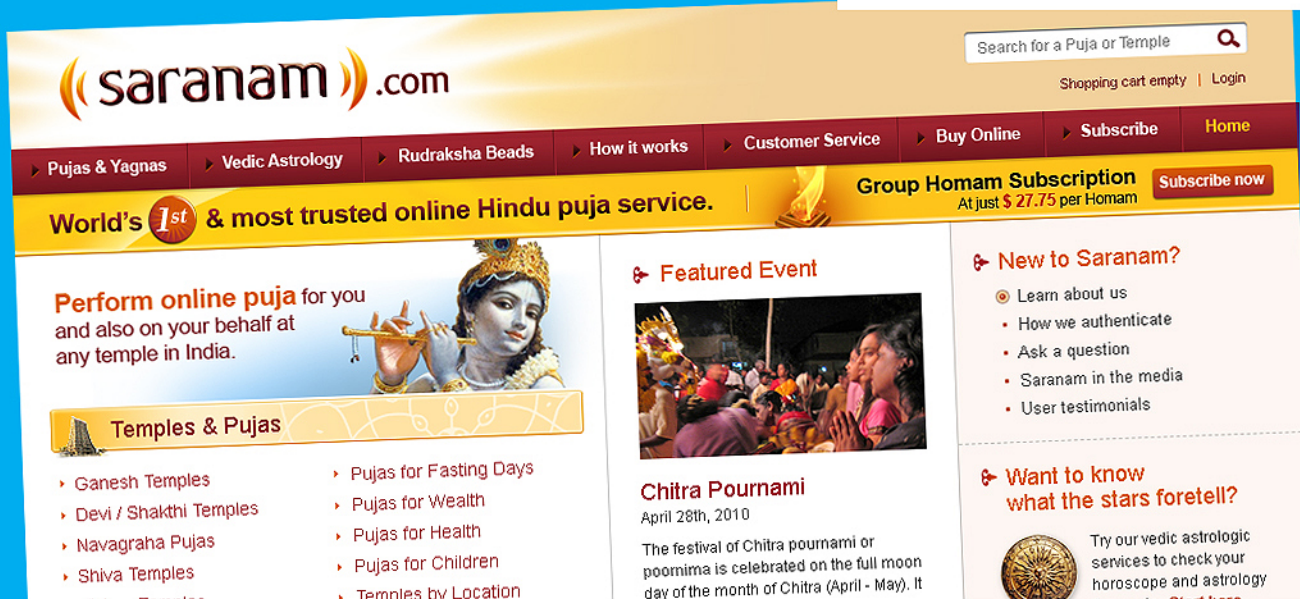


Client: Saranam India Pvt. Ltd.



Business Challenge :

A 10-year old fairly successful e-commerce site with a devoted following required to go for a makeover with a new branding, new user interface, CMS and transform the online shopping experience with intuitive navigation and more call-to-action items that prompt users to shop for more without feeling the pinch. Added with an easy and automated backend order management system to ensure timely and prompt delivery.

Solution :

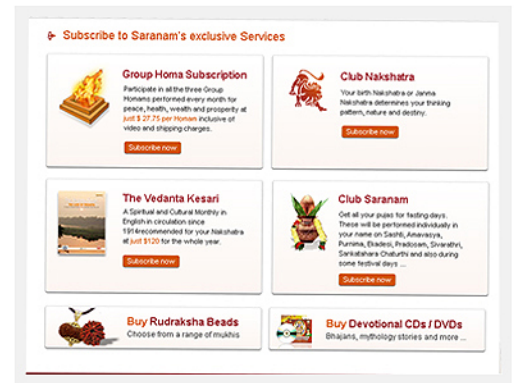
Considering the sensitivity of the users, Niyati rebranded Saranam.com giving it the elements of divinity and the essence of spiritual power with a clean layout and a guided shopping process that allowed users to choose related or recommended products at ease, and made the payment process easier with multiple payment options. Automated invoices and order status emails were enabled at frequent intervals to give the customer the comfort factor of a trusted website.

Results :

The new CMS enabled solution made the process of updating products and information faster with better time-to-market. Site Analytics showed increased newer visits, brining in newer customers, reduced bounce rates, increased time spent on the site and a steady flow of new traffic month-on-month.

Technology :

Apache, PHP, Ajax, JQuery and MySQL Database



Customer Appreciation

“ Great improvement from where we started and how we were known. We now have an increasing following from foreign nationals, and have earned more trust and accolades from our customers ...”