



SUCCESS STORY RETAIL

# HEALTH & BEAUTY BRAND DELIVERS SEAMLESS OMNI- CHANNEL COMMERCE EXPERIENCE

Apexon helps accelerate online and offline business revenue



**This HB&A brand is one of the leading salon chains in India with over 80 salons across six cities.**

The client has established itself as a beauty destination with a leading image, large format experiential stores, separate sections allocated for beauty services, and a robust ecommerce presence with a wide range of makeup, skin, hair, personal care, fragrance and men's grooming brands.

As it looked to build on its brand success and expand its business, it turned to Apexon to help build a superior multi-channel experience.



**Leading beauty salon and product brand in India**



**Over 80 salons in six cities**



**10 million customers served**

## THE RESULTS

### KEY OUTCOMES



**374%  
REVENUE INCREASE**



**OVER 100,000 MOBILE  
APP DOWNLOADS**



**474% INCREASE IN SHOPPER  
CONVERSION RATE**

## THE CHALLENGE

# TURNING AN OMNI-CHANNEL STRATEGY INTO A SEAMLESS CUSTOMER EXPERIENCE

The company wanted to build on its considerable strength at retail and build an equally strong online brand presence to expand its reach and engage more fully with its customers. In doing so, it wanted to ensure its customers could interact with the brand seamlessly between channels.

It had an online presence, but it needed some important updates to elevate the experience:



Site performance needed improvement to enable a better user experience, improved conversions and higher SEO rankings



Turnaround time for launching new features on the web and app needed to be reduced



It required improved analytics for better tracking and retargeting

## THE SOLUTION

# NEW WEB AND MOBILE APPS TO ELEVATE & EXTEND BRAND PRESENCE

Apexon's engagement included development of web and mobile applications along with comprehensive testing. Key components for each included:

## WEB APPLICATION



Headless storefront for better performance and reduced time-to-market for new features



Next JS for server-side rendering capabilities



React framework for component reusability and cross-platform support



Middleware using Node JS for better scalability and performance



UI components and application theme built using Material UI libraries for consistent user experience



Pre-rendering for faster page response time and better SEO ranking



CDN for caching and image optimization and enhanced content availability



A rework of Google Analytics integration to ensure alignment with the new site and business objectives

With this approach, the client was able to offer customers a seamless omnichannel experience across web, app and in store. Faster site performance improved user satisfaction and shopper conversions.

## MOBILE APPLICATION



Developed in React Native to ensure a common technology stack for sharing resources across web and app



Node JS middle ware to ensure the same framework and eliminate redundant code



CDN for caching and image optimization and enhanced content availability



Integration with Firebase for tracking and notifications



Deep linking to enable app navigation from web links



Integration of native contacts to show user contacts in phone



Integration of Android SMS retriever to auto-read the OTP



Integration with Google's geo-location service to fetch nearest location

## TESTING

Both new apps required extensive testing to ensure the consistent experience the client desired. This included:



### MANUAL TESTING

- Use-case and checklist-based
  - ECommerce experience
- Functional and scenario-based
  - UI/UX
  - User journey
  - Cross-browser



### API TESTING

- Functional
  - Load
- Runtime/error detection



### PERFORMANCE & LOAD TESTING

- Load test using Jmeter
- HR Blazemeter for 100+ UV concurrent load
- Page speed powered by Lighthouse and Chrome UX
- Gaitling – Karate for API performance

In addition to the results mentioned above, Apexon's Testing approach produced important outcomes for the success of the project:



Enhanced Google page performance from 40/100 to 95/100



Less than one second for a page to be interactive



Integration of Android SMS retriever to auto-read the OTP



Improved web response time from 10 seconds to 2 seconds



Over 2,000 test cases executed

## OUTCOMES



18% improvement in organization site traffic



474% conversion rate improvement



374% revenue increase



Over 100,000 app downloads



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