



A CASE STUDY ON CUSTOMIZED ECOMMERCE WEBSITE DESIGN

Background

MettCover is one of the largest producers of thermal insulation products. Located in Ahmedabad, Gujarat, their manufacturing capacity lies at 3.5 million units every year across a range of products which are constantly evolving in order to store, protect, ship, and deliver products ranging from temperature sensitive ocean cargo, air cargo, all the way to roof insulation radiant barriers catering to industries like F&B, pharmaceuticals, agriculture, dairy, and many more.

Problem Identification



Counter Intuitive Website

Websites that simply show information exactly the way it was stored offers no interaction to the audience and does not retain interest or browsing.



Online Presence

An online presence is defined by much more than just a website with dry and technical information - it also needs to develop interaction and connection with the customers in different ways.



Lack Of Product Information

MettCover's previous website was not catering to the very particular information customers were seeking. This also meant that it was not showing up in relevant searches that the customers might be typing in.



Solution Process

With big brand names as clients, like Torrent, Cadila Pharmaceuticals, Intas, and more, Mett Cover is growing rapidly. However, their website was not showcasing the vast potential of the company. Two attempts at redesigning were made which did not capture the essence of Mett Cover and this is where TMSPL came in. Starting from scratch, TMSPL first identified Mett Cover's needs and revamped the website completely.

1 Redesigned Website

The redesigned website involved a streamlined way of selling products with complete information that ranged from text, infographics, and videos to guide the customers - making buying an easy going experience for them.

2 Lead Generation

Converting customer inquiries into business, one of the goals for the new website, increased by 25%.



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3 Revenue Generation

With the e-commerce website in place with a broader scope for interaction for the customer, it became easier for the website to generate revenue and form ties with customers across the globe.



The End Result

Redesigning the website came with different kinds of growth - one which was tangible and the other that was intangible but equally significant. The tangible growth was seen in the way online presence grew after the redesign by TMSPL along with a 15% increase in business. Intangible results like that of brand value, interaction with customers, and generating more and more leads ultimately increased their popularity and business at a global level.

Conclusion

Simply applying new technology and adding ornamentation is not enough for a website to aid the growth of a business. In order for them to work for your business, it is important to identify the requirements. TMSPL first identifies the needs of the business and the purpose of creating or redesigning a website - which automatically results in a website that is customized and hence aids growth, presence, and business development.