Tech Mahindra

How Tech Mahindra helped Sri Lanka's largest tea maker get the taste of total digital UX transformation, securing phenomenal leaps in online sales and conversion rates

Summary:

Sri Lanka's largest family-owned tea company has been catering to consumers in over 100 countries for more than two decades. They wanted to amplify their premium artisanal tea segment and bring a contemporary UI experience to appeal to tea lovers across the world, including B2B users. Tech Mahindra helped design and develop two integrated platforms – B2B and B2C – with a responsive UI that provides personalized experiences. Tech Mahindra also conceptualized and introduced a unique 'guided selling' feature and an interactive 'community section' to engage consumers on the site, consequently achieving commendable e-conversion rates.

Background:

While the client was doing good business selling **tea products** to different geographies over existing websites, competitors were already making inroads into the market through more contemporary digital channels. The client wanted to create and promote a niche market for their products through an engaging and transformative digital platform.

So, when the client decided to pitch their **premium products** to **B2C** and **B2B** consumers online, one of their primary requirements was a customer-centric online platform with simplified yet rich interactive features. The objective was to **increase consumer loyalty, conversion rates and order values** through such a platform.

Challenges:

The client's existing websites, which were geography-specific, lacked both contemporary UI and mobile-centric design. They were often bug-ridden, and built on outdated technology .

Some of the challenges of building an integrated, yet diverse e-commerce landscape for their **premium artisanal product range** were:

Sales strategies: While the client's organizational team was firmly reliant on traditional/physical sales techniques, the need to adopt digital platforms as the primary sales channel was mounting swiftly amid growing competition.

Outdated technologies: For the client to realize their end-goal of targeting niche market segments in the face of rapid technological advancements, a complete digital overhaul backed by strong marketing strategy would be a key success factor.

Lack of analytical information: In the absence of contemporary analytical tools, gaining actionable customer intelligence and valuable sales insights was a near impossibility.

Solution:

DIGICOM is Tech Mahindra's proven B2B and B2C framework. The solution was built using **Magento Enterprise,** featuring rapid time to market along with robust engagement capabilities. The enhanced UI/UX was key to the digital makeover and the customer-centric online platform was easy-to-use yet rich in terms of its interactive features.

Highlights of the solution included:

- **Enhanced user experience:** Feature-rich web platform built to connect and engage with site visitors, thereby increasing the number and duration of page visits

- **Mobile-first design:** Ready access on mobile, with seamless cross-platform connectivity, enhanced product accessibility and enriched personalized user experience

- **Premium interface:** Minimalistic, intuitive design and theme catering to a niche, luxury user segment, in-tune with their usage patterns and preferences

- **Guided selling:** Predictive selling and analytical capabilities, where the user responds to a series of questions on the website and is provided with recommendations of products best suited to their tastes. A customer-centric **online/e-commerce** shop, also hosting gifts and accessories

Technical expertise:

With nearly half a decade of Magento e-commerce experience, Tech Mahindra was the first to build solutions that provided AR/VR experiences (in Drupal) and e-commerce capabilities (in Magento, using Drupal connectors). With proven digital capabilities in Drupal and Magento, and based on experiences acquired over the years, Tech Mahindra was able to connect the requirements of the client to other solutions delivered in the past.

Business Benefits:

Immediate results of the engagement included a strong omni-channel presence to promote the client's premium teas, as well as gifts and accessories. A feature-rich B2B section catered to business consumers, and a community platform ensured continued interactions with the consumer base.

Additionally, robust analytics embedded in the platform, derived actionable consumer insights to readily track and measure key metrics as well as valuable consumer insights for a holistic view of its user groups and patterns.

Other benefits include:

- Created a premium channel for their brand, resulting in an additional revenue stream

- Increased page views and session duration by 50%

- Increase in e-commerce conversion rates

- More effective cross-selling and up-selling across brands and channels

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Connected Experiences.**