Optimizing Interwood's E-commerce Operations by Migrating to Shopify

90%↑
Website Uptime

2.6 sec
Store's Response Time

10%↑
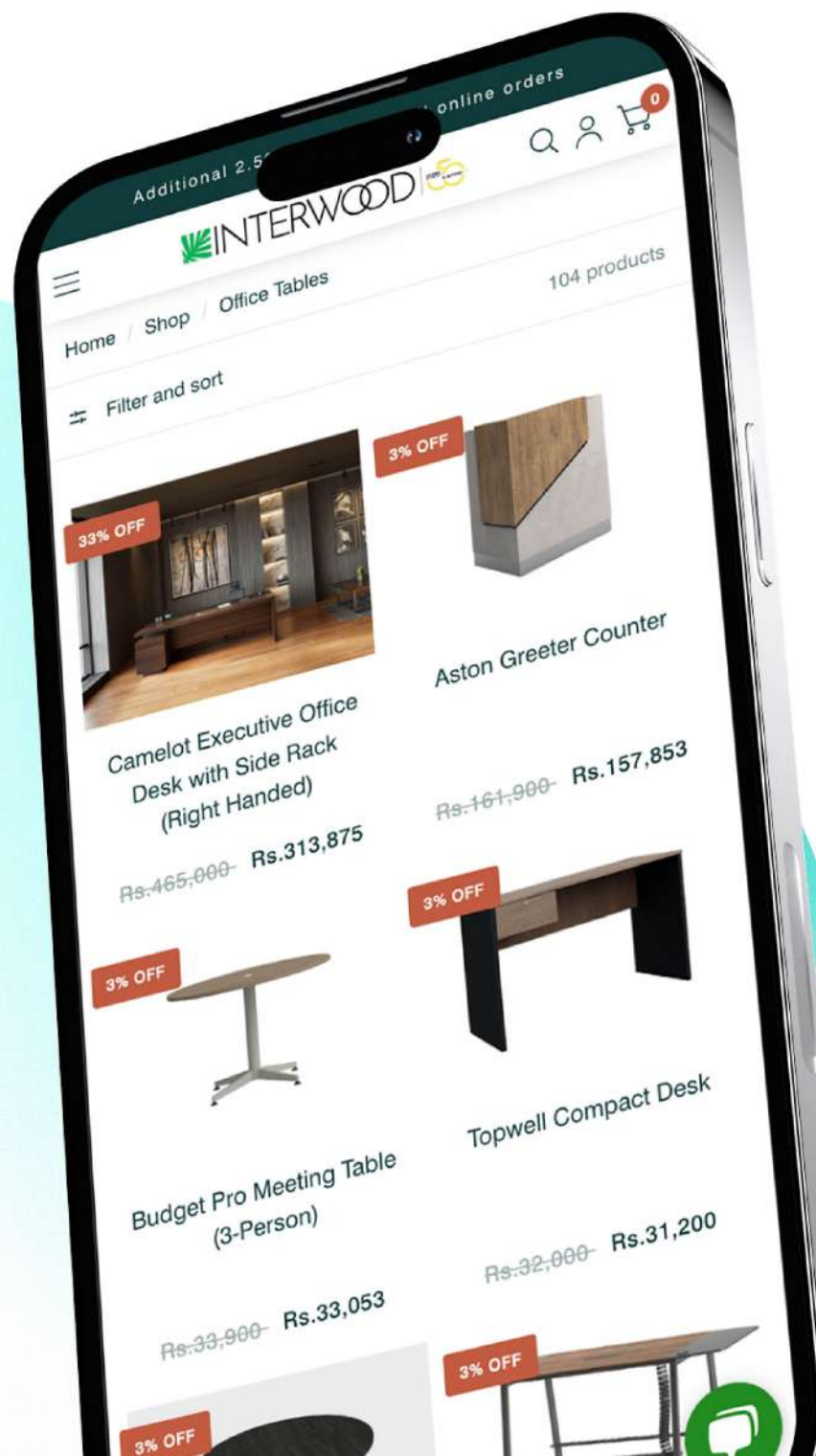Conversion Rate

55%↑
Number of Orders

25%↑
Avg Sessions

15%↓
Cart Abandonment Rates

Scalable E-Commerce with Shopify

Services Used

E-commerce Development

UI/UX Design

Shopify Plus

Founded in 1974, Interwood is ==Pakistan's leading name in high-quality furniture,== offering comprehensive home and office solutions. They also provide bespoke interior design services for large-scale projects across various sectors, both locally and internationally.

Interwood partnered with Alchemative (**acquired by Devsinc**) to migrate its e-commerce operations from Magento to Shopify platform. This solution improved internal management, reduced operational costs, and boosted performance metrics like website uptime, order volume, and conversion rates. With enhanced logistics and payment integrations, the operations were streamlined allowing the brand to scale internationally.

Challenge

Interwood encountered significant challenges with their original e-commerce platform, built on Adobe Commerce (Magento 2.0). The backend was difficult for their internal team to manage, and adding new features or functionalities consistently required external development support. Each enhancement necessitated the creation of new apps, resulting in a time-consuming and costly process that increasingly depended on outside assistance.

Complex Backend:

The platform's complexity made backend management difficult for the internal team.

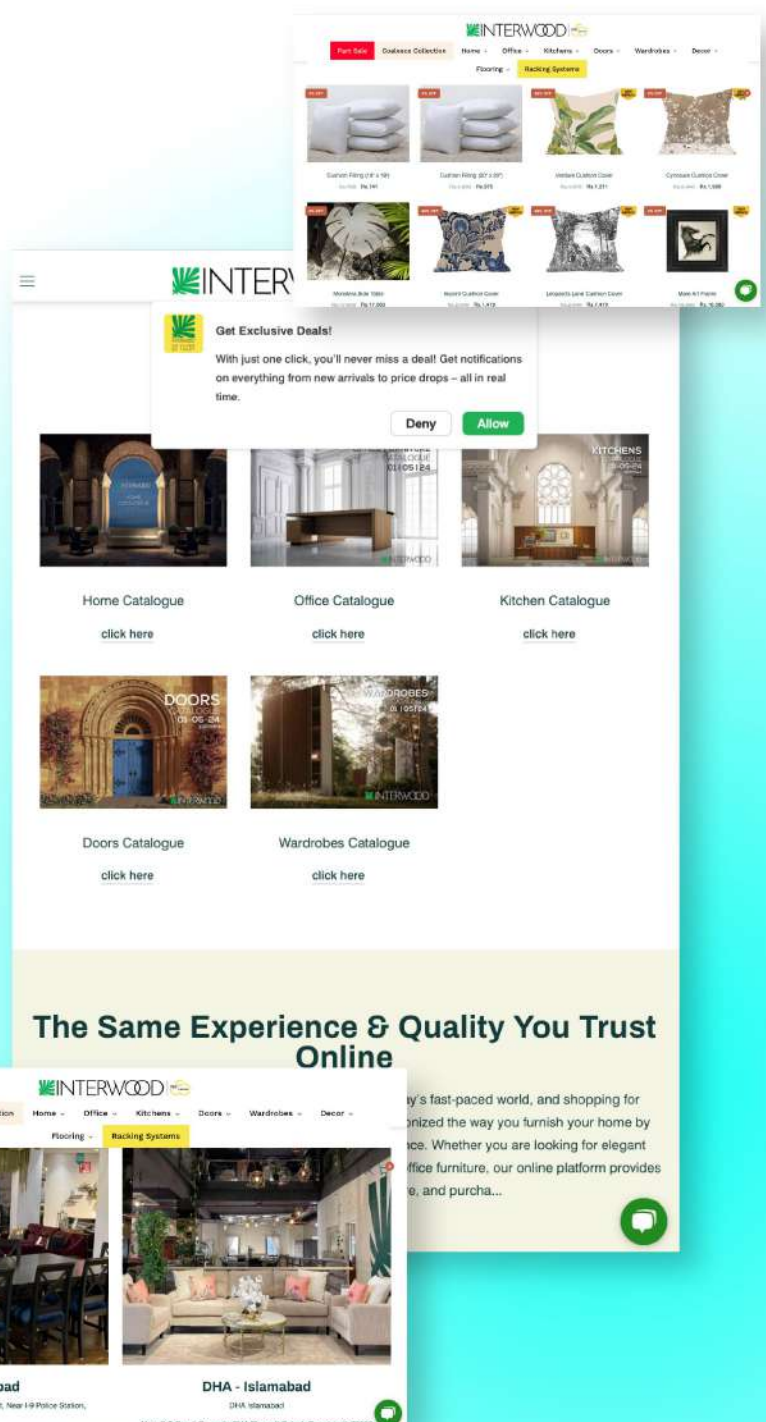**Required External Support:**

Regular external development support was needed for even minor feature additions.

High Modification Costs:

Frequent updates and optimizations led to significant financial strain on the company.

Customized Apps:

Each new feature required developing standalone apps, increasing time and resource demands.

Technical Solutions Provided

After thoroughly analyzing Interwood's unique challenges, a comprehensive strategy was devised to tackle all issues. The approach involved migrating to the Shopify platform and implementing essential integrations to effectively resolve the identified pain points.

Optimized Customer Journey:
The entire customer journey was designed with a user-focused approach, featuring intuitive navigation and a seamless checkout for an enhanced experience.

Customized City-Based Rates:
The Parcelify App was installed to display different shipping rates based on customers' locations, enhancing shipping flexibility.

Bundle Pricing Feature:
A customized solution on the product page enabled customers to view prices based on bundle selections, a feature not available on the previous platform.

Smooth Migration of Backlinks:
All previous backlinks and SEO efforts were meticulously migrated to Shopify, ensuring no loss of SEO value during the transition.

Shipping Rates Segregation:
An in-depth breakdown of shipping costs was implemented, providing customers with clear and transparent logistics information.

Team Training:
Training sessions were provided to Interwood's team, empowering them to independently manage the new platform and reducing dependence on external support.

Benefits Achieved by Interwood

Reduce Operational Costs: Transitioning to Shopify significantly lowered operational expenses by minimizing the need for external development support for essential functionalities.

Pre-built Apps Integration: Access to Shopify's extensive app library allowed Interwood to eliminate the need for custom app development.

Easy Handling for Internal Team: The user-friendly backend enabled Interwood's team to efficiently manage daily store operations without complications.

Pricing & Logistics Solutions: Integrated plug-and-play apps allowed Interwood to display customized pricing and shipping rates, accommodating unique customer requirements.

Easy Dashboard Management: A streamlined dashboard provided a comprehensive view of e-commerce operations, aiding in error identification and uncovering new growth opportunities.