



The Challenge

Slow load times and mobile glitches were limiting the potential of a popular digital tool. Users were forced to repeat steps or abandon their designs altogether, undermining conversion and frustrating both customers and Amarr’s marketing team.

Amarr wanted a seamless journey that reflected the quality of its products—a fast, intuitive design experience that worked flawlessly on any device and kept customers inspired through to purchase.

The Solution

Exadel’s Digital Experience team modernised the tool from the ground up. Beyond performance fixes, they re–imagined the customer journey to make every interaction feel effortless.



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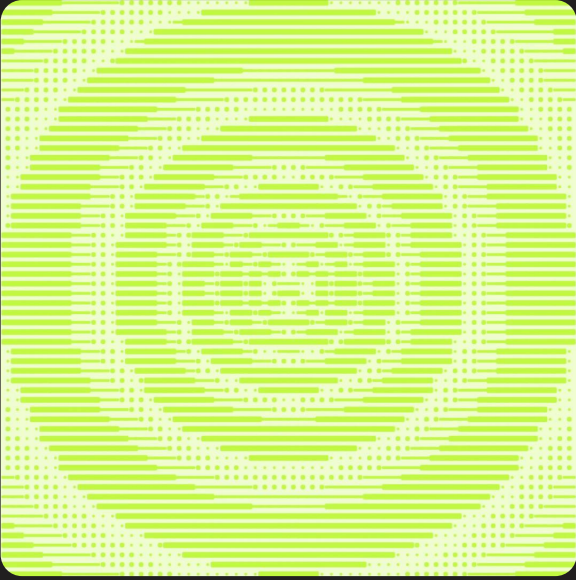
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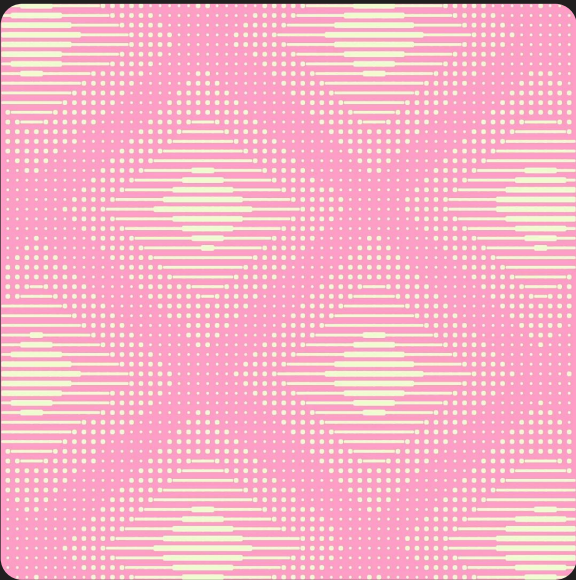
Results That Build Trust. Built to turn compliance into confidence for enterprises that can’t afford to compromise on governance.



Higher Engagement



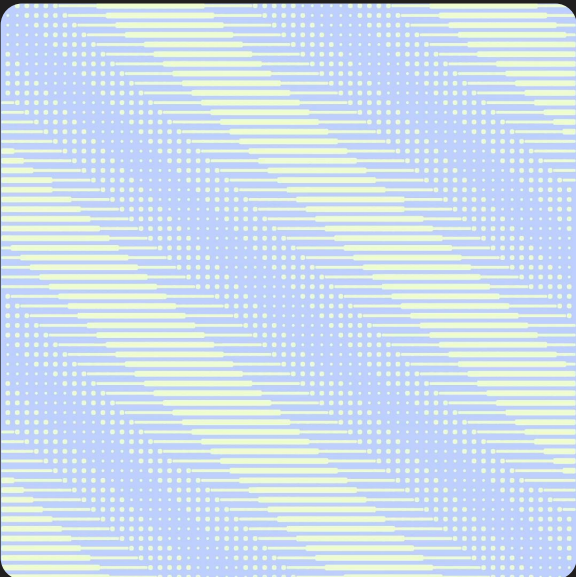
Smoother flows kept users engaged through to completion, increasing total journeys finished by 37 %.



Stronger Reach



Performance and SEO gains boosted organic traffic, delivering a 76 % rise in overall users.



Sustained Impact



Mobile performance scores nearly doubled, accessibility metrics climbed sharply, and the redesigned flow now serves as a model for future Exadel UX upgrades.



“Exadel delivered a global rollout in half the time and provided a partnership that actually scaled with us.”

Jessica Baines
Google