

Case Study: Everlasting Brows

Everlasting Brows collaborated with Digital Aptech to create a multi-store website where distributors can order products online, users can get online pigmentology classes and online courses and customers can book online appointments for eyebrow, lips and eye treatments

Avg. reading time: 2 min

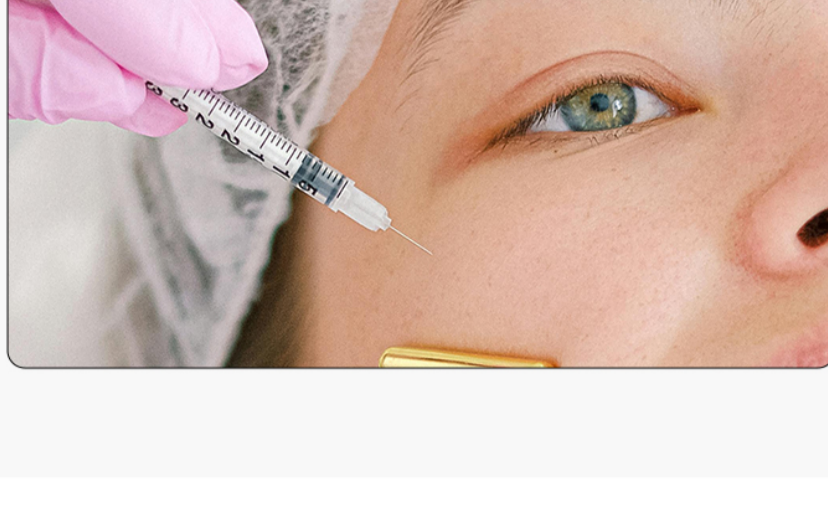
EVERLASTING

BROWS

Project Overview

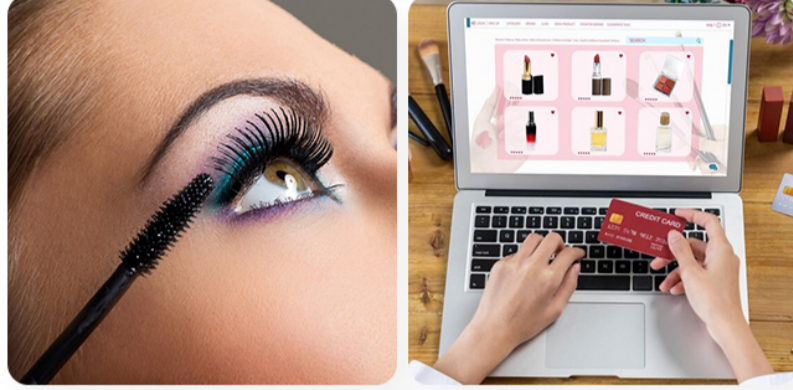
- Everlasting Brows wanted to develop a unique platform with 3 distinct modules- one for the E-commerce sale of products, another for online classes to interested users and the other module for online treatment appointments.
- The client wanted us to include some unique features and functionalities specific to the brand

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Client Background

- Everlasting Brows provides eye-related cosmetic products along with courses and training.
- The brand aims at a global presence with online stores across specific regions like the US, UK, Middle-east, Europe and others



Challenges

- Salon-finder integration
- 3-in-1 module within a single platform
- Integration of online stores for different geographical regions like Europe, Middle-east and Asia
- Integration of online classes and course material
- Online appointment booking for specific salons for specific treatments

Technology Stack used



Magento 2.3

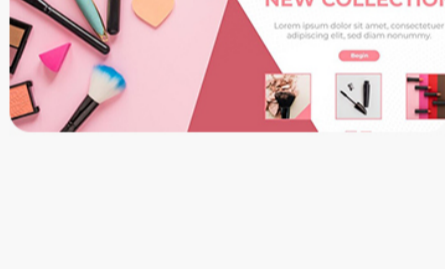


MySQL

The Solution Provided

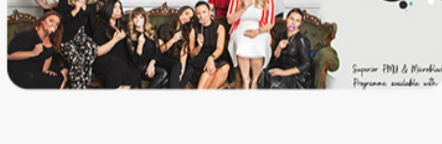
Solution #1

Inclusion of all features of a state-of-the-art e-commerce store



Solution #2

A smooth-running platform that incorporates all 3 different modules as the client wanted



Solution #3

Integration of order inventory management for smooth operations of the business



Solution #4

Integrating a safe and efficient online payment module that supports multiple payment



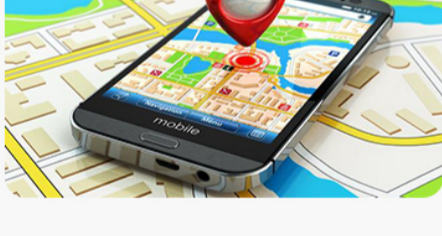
Solution #5

Option to choose region-specific stores



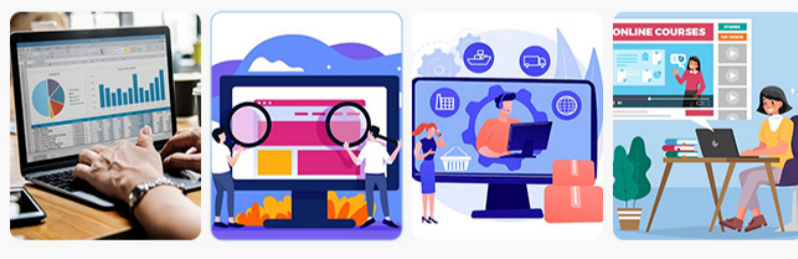
Solution #6

Smart navigation with an easy dashboard



Key Features and Benefits

- Option to manage the website as an Admin, Instructor and Distributor
- Search products with names as per requirements
- Easy option for distributors to manage their products
- Seamless management of online training classes for instructors
- Users can create and choose specific courses they want training for

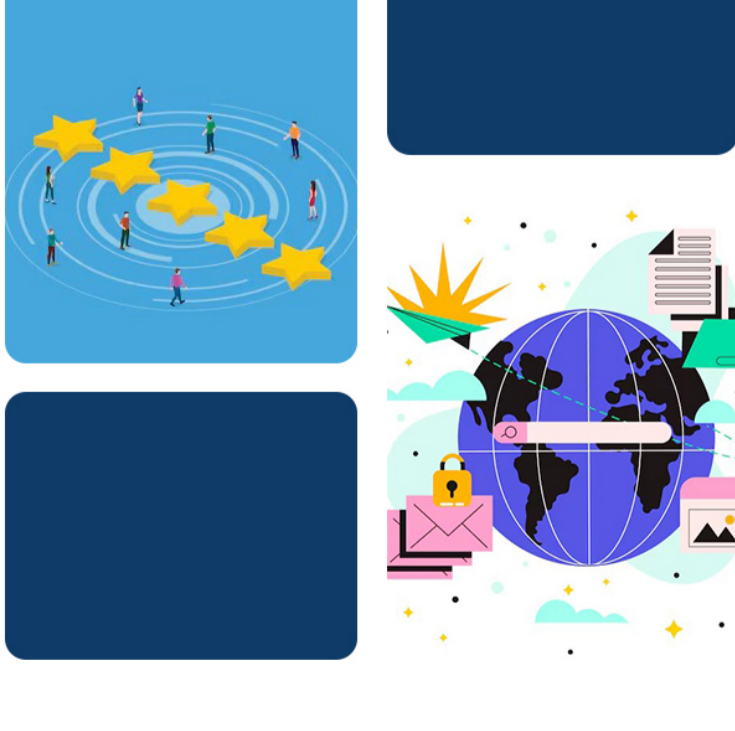


The results

- World-class user interface, layout and designs promoting customer experience
- Improved brand awareness among the potential customer base
- A highly customer-oriented and smooth dashboard for existing as well as potential clients
- A smooth-running platform that combines three modules without any glitch or lag

Conclusion

- The company improved its customer and distributor base with its newly developed online platform
- Operational efficiency and profit improved as it began to bring in new consumers
- The platform saw a massive rise in users wanting to make online booking appointments for treatments
- Global web traffic of the website witnessed much improvement
- Partnering salons saw much profit with increased business



Ready to take your business to new heights?

Book a meeting with us to understand how we can Digitally Transform your brand

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