

Case Study: Jarvis Spencer

UK-based Jarvis Spencer is a pioneer jewelry brand in the UK. The company provides high-quality jewelry at extremely affordable prices. The brand approached Digital Aptech to develop an E-commerce website. The website needed to have an elegant feel to it going along with the brand's imagery.

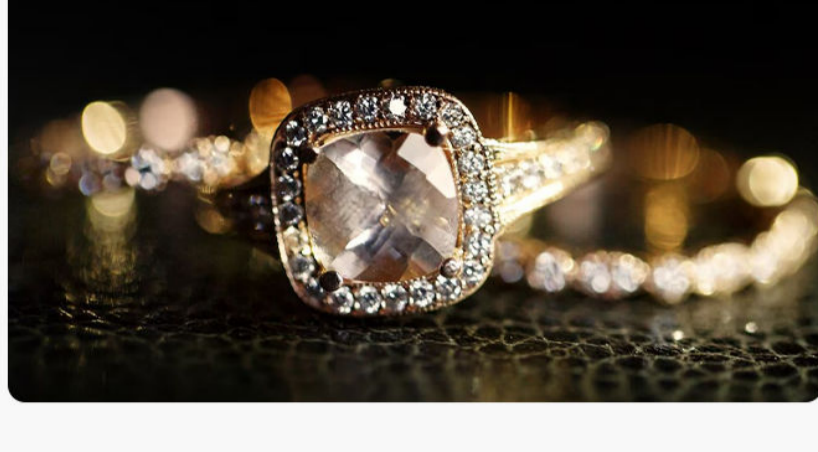
Avg. reading time: 2 min

JARVIS SPENCER
JEWELLERY

Project Overview

- The E-commerce team at Digital Aptech planned on designing and developing a highly customized online store as per the brand's specific requirements and business goals
- We understood the demographics, target audience, and budgetary requirements of the brand

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Client Background

- The brand also has a prominent global physical presence which is very customer-centric, and the website needed to be a replica of that.
- Jarvis Spencer wanted to have a visually attractive, classy and elegant-looking online website that would offer a world-class buying experience to its global clients



Challenges

- Ongoing service level and stability challenges with the current platform
- Continuing delays in the deployment of a global model that supports the functions of the key features
- There had to be a secure payment integration on the website to allow buyers to place an online jewelry order in a hassle-free way.
- The website had to be attractive, interactive and responsive despite being loaded with features to keep customers engaged

Technology Stack used

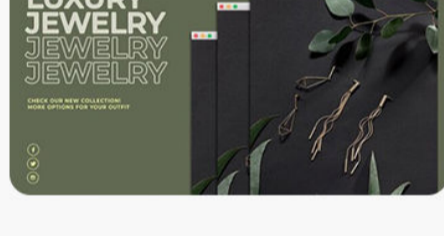


Shopify

The Solution Provided

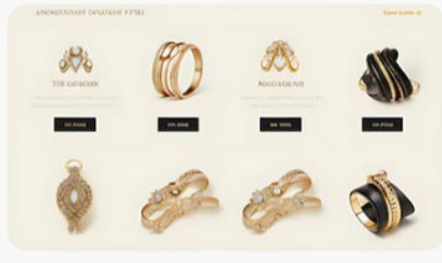
Solution #1

A world-class website that would ensure rapid growth and continuous success of the brand



Solution #2

Advanced search and navigation to make it easier for both existing and potential customers to view and order products in a hassle-free way



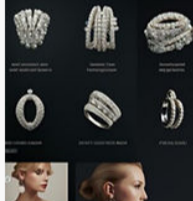
Solution #3

Integration of a secure and fast payment gateway that would allow buyers to pay for their purchases in an efficient way



Key Features and Benefits

- Product categorization and smart order management
- Superior inventory management for the business
- Easy account creation and hassle-free log-in
- Email updates on order and delivery status
- Inclusion of all e-payment methods in a safe and secure module

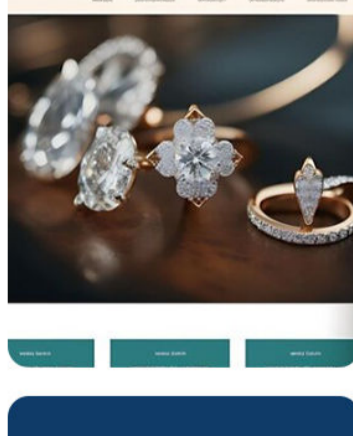


The results

- A well-organized, intuitive, responsive and smooth website that allows customers to book various jewelry in a hassle-free way from the comfort of home
- Improved user interface and website designs promoting customer experience and superior engagement
- A secure payment gateway that lets users buy jewelry products online in a safe way
- Increased brand awareness and credibility among the potential customer base

Conclusion

- The brand witnessed an improvement in operational efficiency as the website allowed buyers to smoothly order and pay
- The brand managed to increase its overall business and revenue via cost-effective staff augmentation services
- The well-optimized and smooth-running website helped to increase customer satisfaction and engagement
- Buyers were able to use the website without any lag, error or compatibility issues across multiple devices



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