

# UX, Security, 365 Support & Strategic Platform Migration

## ABOUT THE CLIENT

A leader in niche beauty products built on traditional Japanese beauty secrets, the retailer has carved its place in the natural skin care market. The retailer works with scientists in US & Japan advancing time-honoured beauty practices for fast-paced modern life.

## BUSINESS CHALLENGE

The retailer's ecommerce platform was facing a critical security challenge - an attempted intrusion to access sensitive customer information was noticed. In addition, there were issues on user experience (UX), peak time performance, site availability, live customer service, and customer journey optimizations.



## LITMUS7 APPROACH

A SWAT team was deployed to address the potential data breach by ensuring 100% compliance to security and privacy policies. Litmus7 migrated the client infrastructure to a highly secure platform with all the necessary access controls in place.

Litmus7 implemented a 24x7 automated monitoring process with alerts configured to thwart future data breaches.

Optimized checkout flow and browse pages that led to an increase of 25% in conversion; cart abandonment reduced as well.

Streamlined development, configuration, and deployment processes by introducing automation using DevOps.

Migrated the development stack from a less stable cloud environment to an AWS-based cloud platform, bringing in significant cost optimization and the ability to scale up & down on demand.

**Litmus7 transformed the client's e-commerce platform with an optimized architecture, maximum automation & increased productivity**

### Working with us, retailer achieved

Increase in online orders by optimizing UX w/cutting edge trends **25%**

Reduction in bounce rate & cart abandonments **50%**

Ability to launch flash sales that generates **300%** more online orders

Ability to launch new campaigns & promotions with **80%** less time & effort