

# HAVELLS

<https://homeadvisor.havells.com/>

Havells is an electronic e-commerce platform. Zensys helped them develop a website from scratch with Kentico. The website worked smoothly. They experienced growth in business and engagement on websites. Hence the conversion rate also experienced a spike.

**INDUSTRY: E-COMMERCE**

**REGION: INDIA**

**PLATFORM: WEB DEVELOPMENT**

**DURATION: 1 YEAR**

**TECHNOLOGY** KENTICO 12 | ASP.NET | BOOTSTRAP | HTML5 | CSS3 | REQUIREJS



## ABOUT CLIENT

Havells is one of the most prominent names in the electronic e-commerce industry. They were suffering from an improperly developed website. They were unable to manage their SEO and their clients were hog-tied to have an un-friendly and stringent experience while shopping.

## PROJECT BACKGROUND

The website was developed on Kentico CMS. It was developed amateurly and despite being one of the top-technology it couldn't support the website to working effortlessly. Also, the dashboard of the website was complexly designed, that it was a stringent task for the staff and clients to operate it.

## BUSINESS PROBLEM

- The existing website was poorly developed on Kentico.
- The administration dashboard was too complex to be operated by the staff.
- SEO was a strenuous affair to conclude as the website was not SEO-friendly.
- Client was losing customers as they are facing difficulties to use the website.

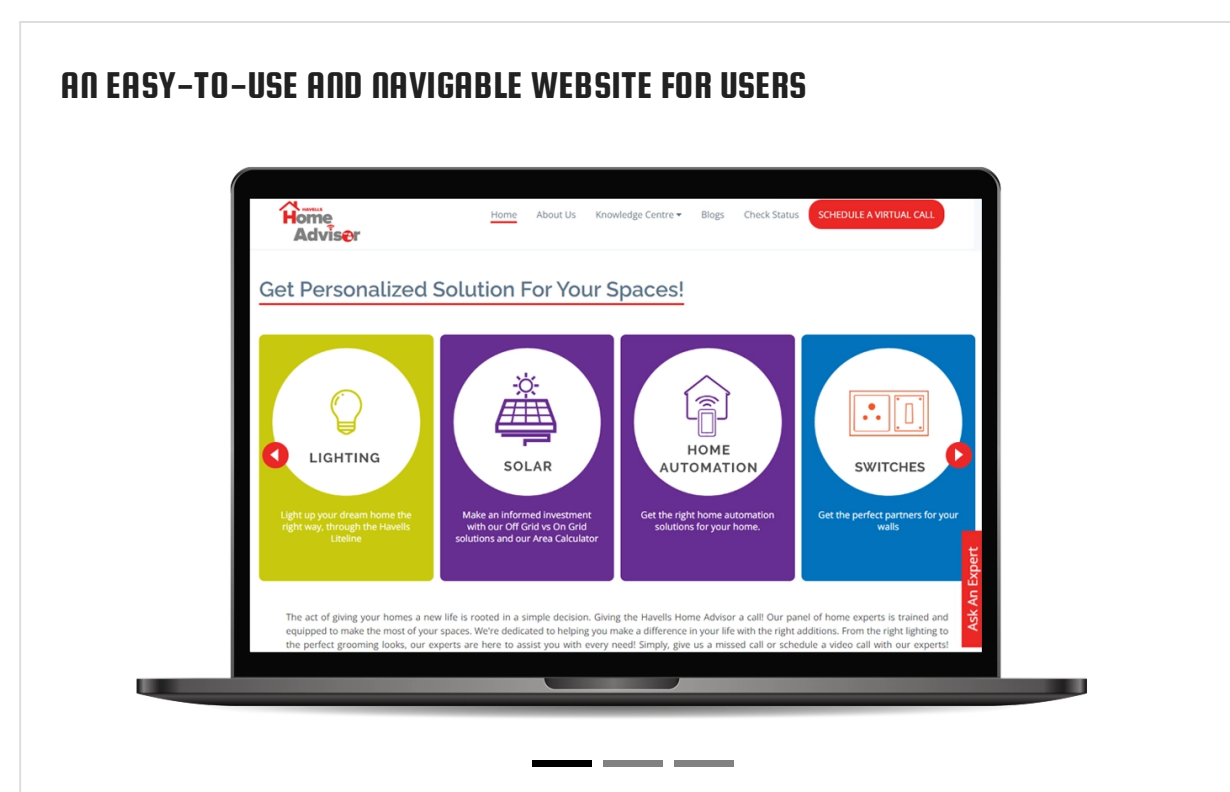
## BUSINESS OBJECTIVES

🎯 To create a robust website that can help the client achieving the goal of improved user-experience.

🎯 Develop a SEO compatible website.

🎯 Create a user-friendly admin dashboard for the staff.

## KEY FEATURE



## KEY CHALLENGES

The pre-existing website was poorly developed in Kentico and was too complicated to operate. The staff was facing difficulty in accessing the admin dashboard. Also, the website was not responsive to SEO and the client was unable to upscale the digital Presence. The website's back end was weak, it was sluggish in terms of loading and their customers were facing difficulty in operating it.

## ZENESYS SOLUTION

We post speculating landed on the decision that the best would be to start the development from scratch. The complete website was revamped and this time we managed everything from the beginning keeping the SEO aspect in mind. We discussed the workflow and features with the staff that were mandatory for them. We made sure that all were inculcated in the solution. We determine that dashboard was user-friendly for the staff so that they can execute their tasks effortlessly. We also made sure that the website should have all the features of an e-commerce website that are:

- Easy navigable
- Minimal loading time
- Smooth transition to the cart
- Seamless checkout

We meticulously achieved all the objectives that our client mentioned.

## RESULT AND OUTCOME

Though it was a strenuous process to serve everything that client was looking forward for, but at Zensys we practice perfection every day. The website was smooth and was working effortlessly. They experienced increment in traffic as well as conversion. The staff were able to efficiently execute their routine.

## TESTIMONIAL

Zensys was the full stop that we were looking for. We met innovative and impeccable solutions for our business issues. We recommend Zensys to all those who have IT issues. They are budget friendly, have transparency in workflow and provide accurate solutions for your issues.