



Digital Empowerment Network

Task # 04

Business Case Study Summary

Batch 02

Business Analysts

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AMR Hair and Beauty's E-commerce Transformation

Company Background:

AMR Hair and Beauty was founded in Sydney in 2004 by Ammar Issa, Who was just 16 years old at that time. Over the years, it has grown into one of Australia's leading hair and beauty suppliers.

Challenges:

- AMR Hair and Beauty faced significant issues with their previous e-commerce platform, WordPress with WooCommerce. The platform was difficult to customize, page loading speed was slow and also crash during their peak sales events.
- Customers also wanted better search and filtering options, especially B2B customers who found it difficult to find products with specific ingredients and view B2B pricing and incentives.
- Customers also request for smoother checkout process. However, the platform could not provide data analytics required to inform decision making, resulting in many abandoned carts and lost revenue.

Solutions:

- AMR Hair and Beauty switched to Shopify Plus to improve reliability, page loading speed and user experience. Also the switch provide advanced search functionality and customization on the checkout page.
- AMR Hair and Beauty uses Shopify QL Notebooks (a Shopify-native app, to query, explore and visualize their business data). This helped them in optimization of the checkout process and enable continuous customizations in response to changing customer behavior.



Outcomes:

Following are the outcomes of AMR Hair and Beauty case study;

- **Sales Increase:**

AMR Hair and Beauty saw a 200% increase in sales.

- **B2B Average Order Value:**

There was a 77% rise in B2B average order value.

- **Conversion Rate Growth:**

AMR experienced a 93% year over year growth in conversion rate.

- **Improved Customer Experience:**

The switch to Shopify Plus led to improved page loading speed, longer average session durations and a more reliable website during peak sales time.

- **Global Expansion:**

With the success of their Australian e-commerce store, AMR Hair and Beauty is now planning to expand into New Zealand.



Summary:

AMR Hair and Beauty, founded by Ammar Issa in 2004, has become a prominent hair and beauty supplier in Australia, with both physical stores and an online presence.

However, the company faced a lot of challenges with its previous E-commerce platform. The platform was not only difficult to customize but also had slow page loading speeds and mostly crashes during peak sales events. This resulted in a poor user experience and many abandoned carts.

Customers, especially B2B clients, expressed the need for better search and filtering options to easily find products and view B2B pricing. Moreover, the checkout process was also unmanageable and the platform lacked necessary data analytics to identify and resolve points of friction, which resulted in lost revenue.

Finding the solutions, AMR Hair and Beauty decided to switch to Shopify Plus. This new platform brought improvements in reliability and page loading speed. The advanced search functionality and customizable checkout process improved user experience, as there was an increase in sales and in B2B average order value.

Shopify Plus's data intelligence tools allowed AMR Hair and Beauty to analyze and visualize their business data effectively. This helped them to optimize the checkout process and make continuous enhancement by judging customer behavior.

In short, AMR Hair and Beauty's move to Shopify Plus transformed their e-commerce operations, resulting in sales improvements, customer experience and overall business experience.



Key Takeaways:

Platform Performance:

- A robust e-commerce platform can significantly improve website performance and user experience.

Customization and Analytics:

- Effective search, filtering options and data analytics are important for informed decision making and customer satisfaction.