



DEDICATED DEVELOPMENT TEAM HELPING THE BIG ECOMMERCE BUSINESS OPTIMIZE THEIR WEBSITE AND GROW SALES

Lekmer's main goal was to increase eCommerce sales via improved customer experience at their online store. We assigned a senior dedicated team to this project. The team worked with Lekmer's staff to optimize the client's website, make it capable of handling high traffic, and build custom tools that automate manual tasks within the business.

ABOUT LEKMER

Lekmer.se is one of Nordics' leading online stores selling goods for children. On Lekmer.se, there is a large selection of toys, children's clothing, baby products, prams, car seats, and furnishings for the children's room – always at an affordable price. As a dedicated team service provider, we aimed to transfer our business and technical knowledge to the Lekmer team to help them earn more and grow.

Client:

Lekmer

Location

Sweden

Service type:

Dedicated development team

Team composition:

2 .NET Engineers,
1 Front-End Engineer

- ❑ Nordics' leading retailer of goods for children
- ❑ Founded in 2006
- ❑ Headquartered in Stockholm, Sweden
- ❑ Operates in the Swedish, Danish, Finnish, and Norwegian markets
- ❑ Since 2017, a part of the Babyshop Group
- ❑ \$24.7 million global NET sales in 2021

SCOPE OF THE PROJECT

Our cooperation started with the research on the client's business case. After business needs were identified, we agreed upon the project scope. Our senior backend developers joined the client's frontend developers and worked together for 6 months. The first task was to improve and optimize their ecommerce website. It was expected that the boosted website performance would improve user experience and grow sales accordingly. The knowledge and industry experience enabled our team to identify and fix performance-related issues on Lekmer.se. Our joint effort made crashes and downtime during peak sales periods a thing of the past. We achieved optimum website performance.



Our next goal was to make the website more user-friendly. For this, Lekmer needed additional tools to be built or integrated with their main solution. Forbytes' dedicated team built multiple bespoke tools and integrations that helped Lekmer provide an exceptional customer experience at their online store. These included a rating and review system to share customer feedback on the quality of products sold, a search engine recommendation tool that assisted customers with finding the right items, a Wishlist feature, and more.

Finally, the Lekmer marketing team needed the functionality that would ease their work and facilitate the process of building marketing campaigns on the website. Our senior developers designed, build, and delivered multiple custom tools to meet all marketers' needs. In addition, we created a feature that enabled the Marketing team to quickly and efficiently create special offers by combining different products into "Packages". This function grew their sales as clients began to order the packages of products instead of ordering only one item.



THEIR CHALLENGES

Lekmer was concerned with the fact that their website couldn't handle growing traffic during peak seasons such as holidays, Black Friday, Cyber Monday, etc. They wanted their website to work stably regardless of the traffic volume.

The client aimed to use the power of technology to ensure stable business growth and performance. The desired outcomes of our cooperation would be an increase in sales and customer retention.

Lekmer wanted to invest in a better user experience and get an increase in sales in return. For this, they needed to make the website more user-friendly and intuitive and add more functionality that would please a customer.

The marketing team of Lekmer needed the functionality for creating more sophisticated marketing campaigns and unique offers. This was expected to help them attract more paying customers.

OUR SOLUTIONS

1

We conducted the technical audit of the client's website and detected all issues in code that were related to poor website performance. The Forbytes software product engineers fixed all of these. Now, Lekmer.se is performant under any condition and load.

2

The technical optimization and improvements introduced by the Forbytes dedicated team helped our client increase their profit and customer retention. In the first year of our collaboration, Lekmer saw a significant improvement in the number of completed orders during the Black Friday sale.

3

Our software product engineers built engaging features that make a customer stay on the website for longer. They can use the wishlist to save products of their interest, get the chance to share their feedback on goods, and more.

4

The senior developers of Forbytes built the function of product packages. A marketer can use it to compile the right product combinations at different sale seasons. This increases the sum of the average check and helps Lekmer grow.

HOW WE ADD VALUE

01. TEAM SYNERGY

Both Forbytes and Lekmer teams enjoyed a very close and collaborative working culture. Lekmer team focused on gathering business requirements and working on the frontend part of their online store. Forbytes team focused on building bespoke backend solutions and making integrations with other systems within the Lekmer eCommerce environment.

02. EASY DAY-TO-DAY WORK OF STAFF

This value was provided with the help of custom tools designed specifically for their needs. We developed custom tools and provided various integrations (e.g. payment methods, shipping services, CDN, etc.) as soon as the need occurred, helping the client keep up with their growth and stay effective and efficient.

03. SPACE FOR MARKETING EXPERIMENTS

Our team developed custom tools for Lekmer's marketing department, allowing them to create effective campaigns and offers and attract more customers to the store. This reduced the effort needed to promote Lekmer and provided the marketers with the chance to run marketing experiments. They now can test how different kinds of special offers appeal to the user, how product combinations influence sales, etc.

04. HAPPIER USERS AND HIGHER PROFIT

Our client obtained a high-performance eCommerce system, specifically designed for their needs. A big part of our cooperation included working on improving the online store itself and making it easier for customers to place their orders. As a result of such improvements, a user is more eager to engage with business multiply and turn into a loyal customer.