



**3,000+**  
active SKUs

**2 Mn+**  
annual visitors

**1.3 L+**  
orders per annum

**\$4 Mn+**  
annual revenue

**20x**  
growth in 2 years

**40%**  
reduction in returns

Born in 2001, W started its journey with an aim to provide fashion in a modern retail environment to the Indian woman. Pioneers in introducing the concept of 'Mix n Match' in retail, W designers take inspiration from the latest fashion trends & forecasts from the west and transform them into silhouettes and styles acceptable to the modern Indian woman. With more than 300 stores across the globe, W is on a mission to become the most preferred fashion brand for the modern Indian woman.

GreenHonchos became a partner to W's online growth story in 2018 and has enabled their e-commerce solutions since then. Right from revamping their tech infrastructure to improving their spends, GreenHonchos has been instrumental in their digital scale-up.

### Challenge

**Out-of-date Online Platform**  
The old version of Magento was causing constant performance issues

**Scalable Technology Solution**  
The e-commerce platform being was failing in managing multiple stakeholders at once

**Inability to Leverage Performance Marketing Spends**  
The website was constrained in managing visits beyond a certain level resulting in lower ROAS

**Lagging Page Load**  
The platform was not optimized for Core Web Vitals such as FCP, FID, etc. and was impacting the customer experience

**Monolithic Application Suite**  
The frontend and backend were being handled by a single monolithic application which resulted in one getting impacted by the other

**Desktop Focussed Website**  
The brand website was not optimized for mobile while a major part of the traffic was mobile bound

### Solution

The existing platform was revamped with the new version and empowered with the required tools to ensure error-free performance

The platform was overhauled for robustness and made performant for scale

The online engine was integrated with the marketing channels and server capacities built for inbound acquisitions

Time to First Byte (TTFB) was improved upon by a factor of 75% with CDN

Platform was rebuilt using a headless architecture which allowed the frontend to operate independently of the backend

The Front-end website was developed as an in-Browser Application that leveraged the concepts of PWA and Serverless

**4x**  
More than 400% improvement in Conversion



**1/4**  
Nearly 75% reduction in TTFB



**20x**  
More than 200% improvement in Revenue



**5x**  
improvement in Customer Satisfaction (NPS)



**200%**  
Nearly (2x) improvement in Bounce Rate



**60%**  
reductions in the Hosting costs



### Testimonial

“ What has set the partnership with GreenHonchos apart is their engagement at both levels: strategic and operational. GreenHonchos team has continued to dramatically innovate on the product offering to keep us ahead of the curve, without losing sight of the immediate improvements required to deliver on business-as-usual.

**Saurabh Bansal**  
(Head Omni & eCommerce – TCNS Clothing)

