

# EchoLogyx helping Loft25 Group with their bespoke product launch

Select Desired Shape  
Step 1

Progress Tracker

CUSTOMER STORY

Shape Type  
Select Shape

LOFT25

Filling Type  
Select Filling

[www.loft25group.com/](http://www.loft25group.com/)

Dimensions  
Select Required Dimensions

## About Loft25

Loft25, a prominent player in the furniture and home décor industry, embarked on a transformative journey with EchoLogyx, a trusted web development and quality assurance agency.

The collaborative venture aimed to rejuvenate Loft25's Gardenista line, a segment dedicated to outdoor furniture and décor.

EchoLogyx was entrusted with the task of revamping the Gardenista website, hosted on the Shopify platform. The mission was clear: enhance Gardenista's sales performance with new and innovative product range while simplifying operations through automation.

## How EchoLogyx helped Loft25

EchoLogyx executed a strategic approach for the project by developing this as a standalone product.

Provided that this is a custom made product, the customers were able to choose the exact dimension, colours and other attributes which then automatically calculates the price. Additionally, to make it simple, customers were able to add multiple personalised products within the same journey.

Once this was developed, it went through a full end to end QA process across multiple devices and browsers to make sure that the correct pricing is getting calculated and no UI issues are found by the end users.

## The Challenge

The team at Loft25 wanted to simplify the customer journey of purchasing bespoke product range that is personalised for the customer's need. This required a series of questions to get the right product and receive the product price using a decision tree. As the store is built on Shopify, this whole journey needed to be part of the existing store but at the same time, need to have a bespoke section for the customers to go through the questions to buy the personalised product.

## The result

The collaboration between Loft25 and EchoLogyx yielded remarkable outcomes:

The revamped Gardenista website showcased products effectively, resulting in a notable surge in sales. The enhanced user experience played a pivotal role in attracting and retaining customers.

The integration of automation solutions significantly reduced manual tasks, allowing Loft25's team to allocate more time to strategic initiatives. This translated into enhanced productivity and cost savings.

EchoLogyx's commitment to bug resolution and meticulous testing ensured a stable platform, contributing to seamless customer experiences and heightened satisfaction.

EchoLogyx's adherence to deadlines, even amid evolving requirements, empowered Loft25 to launch the upgraded Gardenista website just before the Garden season, capitalizing on peak demand.

"EchoLogyx's expertise has been invaluable to our Gardenista project. With the upgraded website now live for several months, we are delighted with the solution provided. Minor bugs were swiftly resolved, leading to a stable platform. Sales have surpassed our expectations, and the automated processes have saved our team significant time.

Our gratitude goes to the EchoLogyx team for their collaborative approach and commitment to deadlines. Their flexibility allowed us to launch just in time for the Garden season."

**Babak Momen**

Digital Project Manager