

Xpresslane

CASE

STUDY!



# BACKGROUND

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Deciwood team are music lovers who felt a strong need for Indian brand making exceptionally great speakers. They felt concerned about little service warranties from imported products and lack of customization. They had amazing feedback for their products and patented many ideas. You can even engrave your name, your logo or even your music motto on Deciwood products making a very personal music experience.

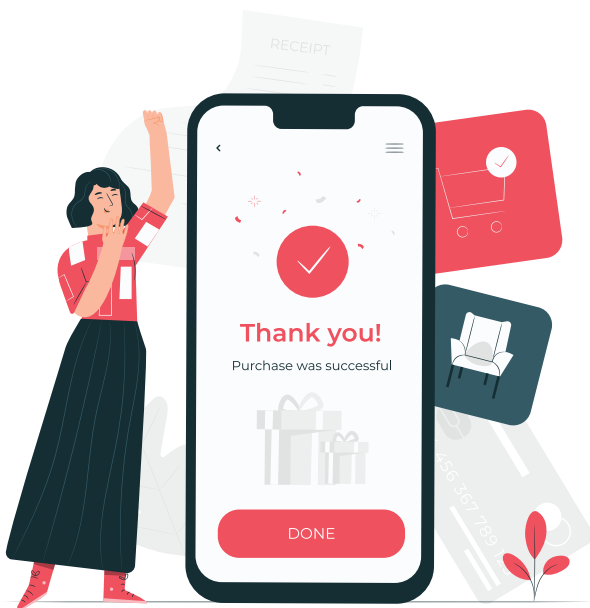
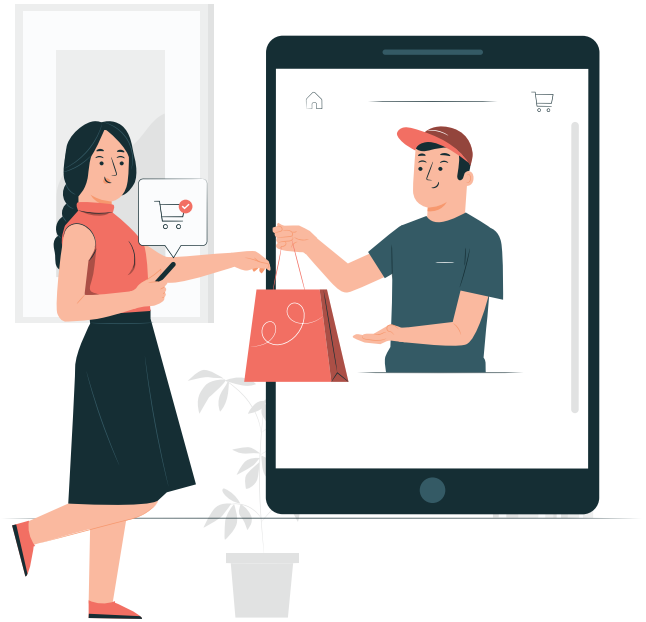
With cutting-edge products and spotless service, Deciwood wants to become the go to brand for the immersive experience of bluetooth speakers.

 **DECIWOOD**

While working on the delightful experience for customers with their speakers, Deciwood also wanted to give a hassle free premium experience for the customers visiting their website. With this expectation, **Deciwood has partnered with Xpresslane to deliver a seamless user journey.**

# JOURNEY WITH XPRESSLANE

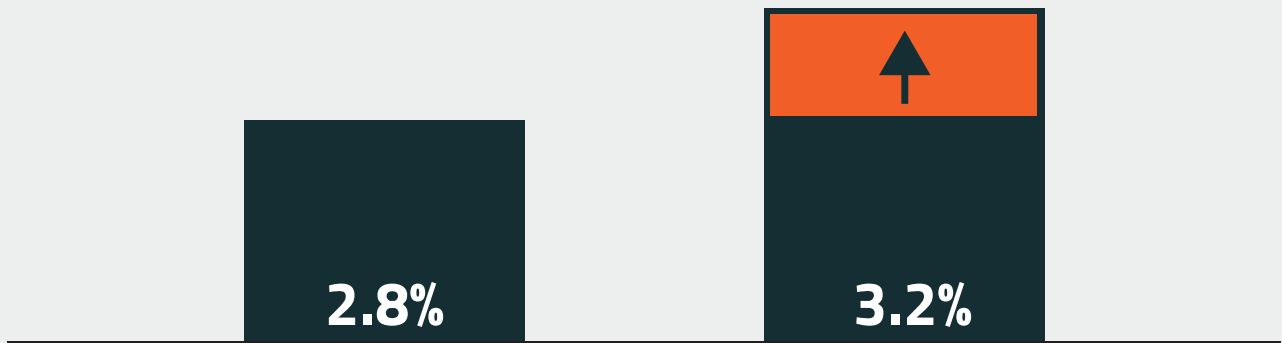
Like Xpresslane, Deciwood team also believed in giving users a very simple checkout process taking away repetitive entries. Xpresslane has been active on Deciwood since January. Since then, we have seen a significant improvement in the user journey. Customers started using Xpresslane right away.



About

# 80%

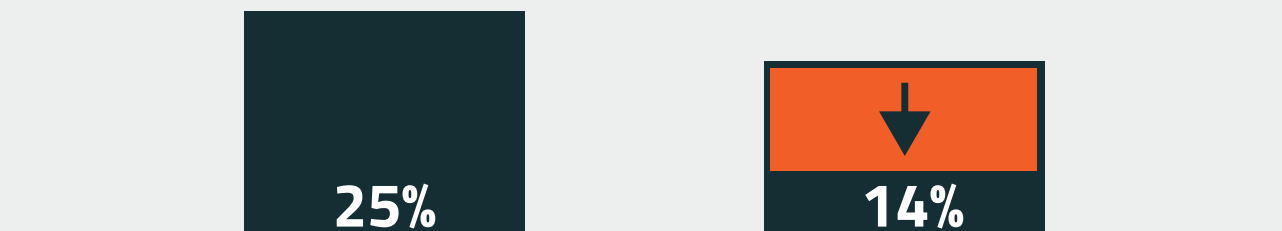
of transactions are now  
happening through Xpresslane



Conversions (Visits to orders) improved by **2.8%** to **3.2 %**



Prepaid orders have improved from **18%** to **30%**



Also, RTOs have decreased from **25%** to **14%**

The above have been observed from data over the past 3 months.

These are the key metrics of ecommerce business and we have seen Xpresslane play a huge role in helping improve business. The less information users have to fill, the more orders are flowing in.

# CONCLUSION

We have a happy customer and are able to make their customers happier. Having been in the market for less than a year, this scale of improvement is a big boost to our product and reaffirms our faith in it.



Xpresslane is the best platform for faster and secure checkouts. Online shopping is made safer, easier, and quicker with one click as we ensure 100% smooth transaction for customers and merchants alike.

## CONTACT US



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