



# HOW MPJ JEWELLERS INCREASED DIGITAL LEADS WITH A SEAMLESS OMNICHANNEL EXPERIENCE

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from





# PROBLEM STATEMENT



MPJ Jewellers lacked a digital bridge between its luxury in-store presence and online customer expectations.

No platform to explore collections or submit product inquiries

Poor mobile experience led to high bounce rates

Manual enquiry handling with no backend integration

Brand appeal was not effectively conveyed digitally



Developed a **mobile-first omnichannel product discovery platform** with integrated customer engagement tools.

- ✓ **Responsive UX & Filters:** Responsive UX with high-quality product visuals and category filters
- ✓ **WhatsApp Enquiry Integration:** WhatsApp-based enquiry system integrated into backend
- ✓ **SEO-Ready CMS:** CMS with SEO-ready architecture for easy updates
- ✓ **Bridal & Casual Templates:** Product collection templates tailored for bridal, casual, and occasion wear
- ✓ **Store Locator Integration:** Google Maps and store locator integrations for in-store visits



# 6-Step Applied Process

01

**Discovery Alignment:**

Mapped customer journeys and brand expectations digitally.

02

**Experience Design:**

Crafted luxury-aligned UI tailored for mobile shoppers.

03

**Frontend Development:**

Built fast, responsive product catalog with filters.

04

**Communication Integration:**

Connected WhatsApp and form flows to the backend.

05

**Content Enablement:**

Enabled team to update products via CMS.

06

**Go-Live & Handover:**

Trained staff and launched seasonal campaigns.



**40%**

**increase in qualified digital inquiries**  
within 60 days

**32%**

**reduction in bounce rate** from  
mobile users

**55%**

**improvement in average session  
time** on mobile devices

**60%**

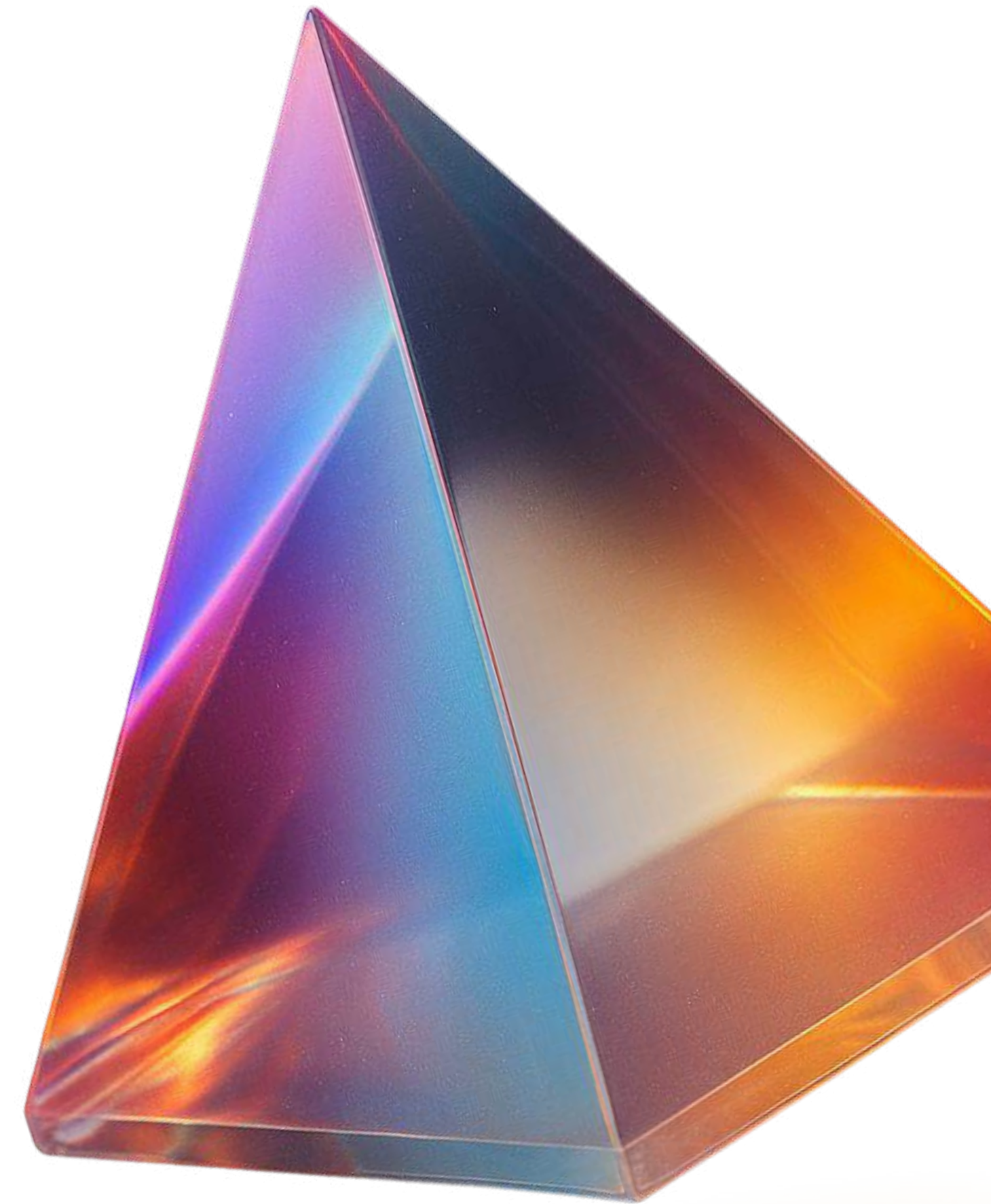
**growth in organic visits** due to  
structured SEO

**3x**

**increase in brochure downloads** and  
WhatsApp chats

**20%**

**drop in repetitive customer** support  
queries







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**1000+** Professionals

**45+** Countries

**30+** Awards

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