Klizer
by DCKAP

sugarfina®

Selling High-Quality Candies Through **Magento Commerce Cloud**

CASE STUDY

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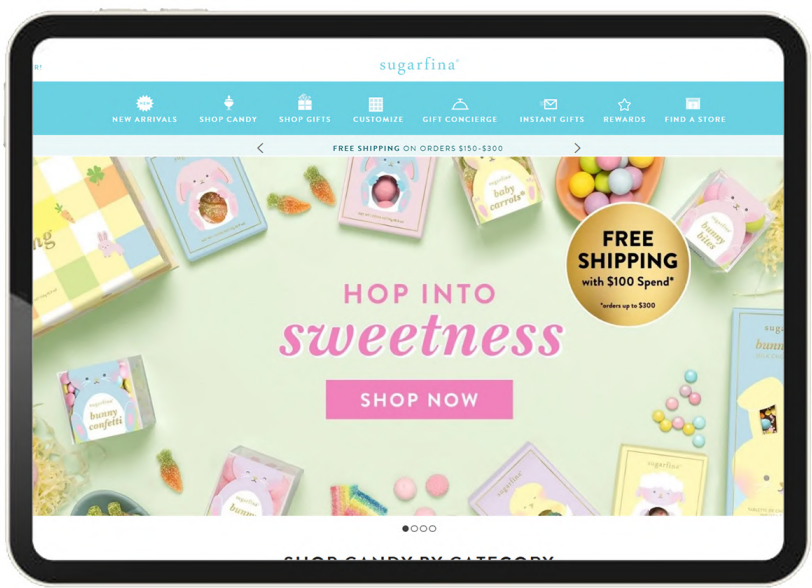
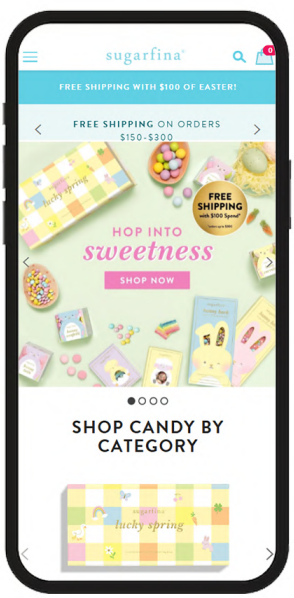
ABOUT SUGARFINA

Sugarfina is a candy store that offers high-quality sweets for adults. They are famous for their candy inspired by cocktails, like Champagne Bears, Peach Bellini gummies, and Single-Malt Scotch Cordials. Sugarfina is a popular choice for luxury gifts and events. Most of their candy collections are exclusive to their stores in the U.S.

www.sugarfina.com





Services Provided

- Maintenance of Sugarfina website
- Bug fixes
- Features enhancement
- Cybersource payment gateway integration

Platform & Integration

m2 Cloud

Challenges Faced

Platform Limitations
Sugarfina's existing platform was not flexible enough to meet the growing demand and competition in the market. The outdated system lacked essential features and integration capabilities, preventing the company from offering the advanced functionalities needed to enhance the customer experience.

Limited Functionalities
Sugarfina's website had limitations in terms of key functionalities, like the ability to customize candy boxes easily or to provide an intuitive gifting experience. This impacted customer engagement and hindered the full potential of their online offerings.

Customization and Gifting Experience
The customization and gifting process was not as seamless or user-friendly as customers expected. The lack of an easy, interactive way to personalize candy boxes and gift them to others was a significant hurdle in providing an enjoyable shopping experience.

Maintenance and Bug Fixes
Sugarfina experienced occasional bugs that affected the smooth functioning of their website. These technical issues caused interruptions in the customer shopping experience. To maintain business continuity, quick bug fixes and regular maintenance were needed to ensure a seamless, 24/7 online presence.

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Integrations

inRiver®

AGILITY

KLEVU

AI-Powered Product Discovery Suite

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Solutions Offered

Platform Migration to M2 Enterprise Cloud
Klizer migrated Sugarfina's website to M2 Enterprise Cloud. This new platform provided more flexibility and advanced features, making the website more reliable and easier to manage.

Improved Customer Experience
Klizer improved the website by adding features like easier customization of candy boxes and a smoother checkout process. These changes made shopping easier and more enjoyable for customers.

Integration with Inriver PIM, Cloudinary DAM, and Agility ERP
Klizer integrated Inriver PIM, Cloudinary DAM, and Agility ERP to manage product information, images, and operations more effectively. This improved consistency and helped Sugarfina make quick updates to the site.

Quick Bug Fixes and Regular Maintenance
Klizer provided ongoing support to fix any website bugs quickly and ensure the site was always running smoothly, allowing customers to shop without issues.

Feature Enhancements
Klizer worked with Sugarfina's team to add new features like Bento Box and Candy Drop. These features helped customers personalize their gifts and increased sales.

Impact

Enhanced Usability
The migration to M2 Enterprise Cloud made Sugarfina's website more responsive and easier to use, which significantly improved customer satisfaction and engagement.

Improved Customer Experience
The added features like Bento Box and Candy Drop made it easier for customers to personalize their candy boxes.

Streamlined Operations
The integration of Inriver PIM, Cloudinary DAM, and Agility ERP helped streamline Sugarfina’s operations by improving product information management and asset handling.

Quick Resolution of Issues
With regular maintenance and quick bug fixes, Sugarfina's website ran smoothly 24/7, preventing downtime and ensuring a consistent shopping experience for customers.

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Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of ecommerce.

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