The Spice & Tea Exchange

Founded in 2008, The Spice & Tea Exchange was commenced with a passion for food and life. They began with a small shop in St. Augustine, Florida, that soon developed into a nation-wide franchise. Today the Spice & Tea Exchange is a 60+ franchise location around the United States. They offer 140 flavorful spices, 80+ exclusive hand-mixed blends, 16 naturally-flavored sugars, 30 exotic teas, and an array of salts worldwide. They aim at bringing flavorful ingredients to their customers' kitchen.

Objectives

With quick succession and expansion of business, The Spice & Tea Exchange found it challenging to manage their business online. It became cumbersome to manage the vast range of products. With constant upgrades to products and franchises, the site witnessed sluggish loading time, distorted actions, and an unsatisfactory webstore experience.

To address the above issues, The Spice & Tea Exchange reached out to Rave Digital intending to improve their online store structure and make the most of their online presence by generating leads online. The following were a few significant objectives that they aimed at accomplishing with us as their development and digital partners:

- **Improve average order value (AOV)**
- **Deliver a full sensory shopping experience**
- **Attain and establish X-sell/Up-sell**
- **Collect insights on consumer behavior, purchase history, and more**
- **Conduct extensive online market research**
- **Vendor Management for sales and orders**
- **Implement Marketing Automation to increase the customer lifetime value**
- **Perform location-specific Ad Campaigning**

INCREASED OVERALL TRAFFIC BY	REDUCED CART ABANDONMENT RATE BY	DECRESAED CPA BY
130%	37%	64%

Solution

With its team of experts, Rave Digital assisted The Spice & Tea Exchange to establish themselves as a top-rated gourmet spice and tea brand. As a brand that targets the B2C market, we advised the new store should be built on Magneto Commerce. Our team identified necessary Magento extensions in order to provide a scalable solution that provided rich user experiences. Since the team at The Spice & Tea Exchange needed a reliable solution to manage their inventory and orders, CIN7 Inventory Management Software was integrated. Apart from the above, the following were the tailored solutions implemented by Rave:

- Loyalty Program was designed to increase the average order value (AOV)
- Banner Slider Management to highlight premium offers/products
- A customized theme for Magento Admin for effective management
- Integration of the Credit System for making payouts promptly
- One page checkout for the seamless payment process
- Integrated PayPal for payments with only a few clicks
- Integration of Autorize.net to enable easy and secure online payments
- Subscription Module Integration for taking permission of users for Newsletters
- POS & Inventory system integration to manage vendors purchase orders
- Integrated Sphinx Search for satisfactory user-experience
- Sitemap extensions for making webstore appealing and engaging
- Activated reporting on Google AdWords and Eddystone Bluetooth beacons
- Ran location-specific ad campaigns for marketing

Going Beyond Platform Development

Rave Digital delivers end-to-end, cutting-edge eCommerce solutions; our team continues to develop world-class extensions (in support of Magento) customized to clients' unique requirements. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry. The Spice & Tea Exchange project realized tremendous success through extensive research into customer behavior, order data, and purchase history. The Rave Digital team leveraged this data to define digital strategies designed to drive extensive results based on their specific business goals and requirements.