Rishfotech Solutions

Business Case Study & Report For Happy Hookie

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Presented by
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Company Overview

Rishfotech is a Kolkata-based IT company specializing in web development, mobile apps, and e-commerce solutions. We provide scalable technology, digital marketing, and dedicated developer services to diverse industries. Our mission is to drive business growth with innovative, cost-effective, and result-oriented solutions.

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Challenges & Objectives

Happy Hookie needed to increase immediate post-purchase sales by presenting relevant bundled products on the thank you (post-purchase) page. The solution had to respect the currency of each customer's completed order within Shopify's restrictive environment, requiring advanced logic and overcoming platform limitations.

Challenges

- Limited Page Customization
- Dynamic Upsell Display
- Multi-Currency Complexity
- Seamless User Experience

Objectives

- Post-Purchase Upsells
- Accurate Currency Display
- Boost Order Value
- Disruption-Free Checkout

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Problem Statement

01

Post-Purchase Sales

Happy Hookie aimed to boost immediate sales after checkout. Relevant product bundles were presented to encourage additional purchases.

02

Currency Compliance

Ensure upsell offers respect the currency of each completed order. Accurate pricing was maintained for international customers across storefronts.

03

Platform Limitations

Overcame Shopify's restrictive thank-you page environment with advanced logic. Enabled dynamic upsell functionality despite native platform constraints.

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Proposed Solutions

Points	Objective	Key Feature	Outcome
Thank You Page Upsell	Show bundles post-purchase	Dynamic, order-based recommendations	Additional sales immediately after purchase
Multi–Currency Support	Match order currency for offers	Real-time API-driven pricing	Accurate global customer engagement
Advanced Custom Logic	Override Shopify default limitations	Custom scripts & app blocks	Flexible, scalable implementation
Analytics & Testing	Track upsell performance	Integrated reporting tools	Improved strategy based on real results

Our Approach

Thank-You Analysis

Analyzed Shopify’s thank you page and post-purchase customization APIs and identified gaps in native support.

Custom Upsell Logic

Developed custom logic to retrieve and display upsell offers based on the customer’s order data, including currency, country, and product history.

API Integration Implementation

Integrated with Shopify’s order and currency APIs to ensure all offers match the currency and context of the original purchase.

Advanced JavaScript Usage

Used advanced JavaScript and Shopify app blocks where available, ensuring visual and functional consistency.

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Client Feedback and Improvements

Boosted Conversion Rates

Happy Hookie saw an immediate increase in post-purchase conversions. Upsell bundles contributed to higher average order values.

Accurate Currency Display

Currency accuracy improved trust among international customers. Buyers felt confident completing purchases in their local currency.

Flexible Upsell Management

The site allows easy updates to upsell bundles. Administrators can quickly adjust offers based on strategy.

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Services Delivered

Rishfotech developed a custom Shopify solution enabling dynamic post-purchase upsell bundles tailored to each customer’s order. The system ensured accurate currency display for international customers and seamless integration with Shopify APIs.

- Custom Shopify Development
- Dynamic Upsell Display
- Order Data Integration
- Currency Matching System
- International Accuracy Testing
- Seamless User Experience
- Performance Tracking Analytics
- Ongoing Feature Support

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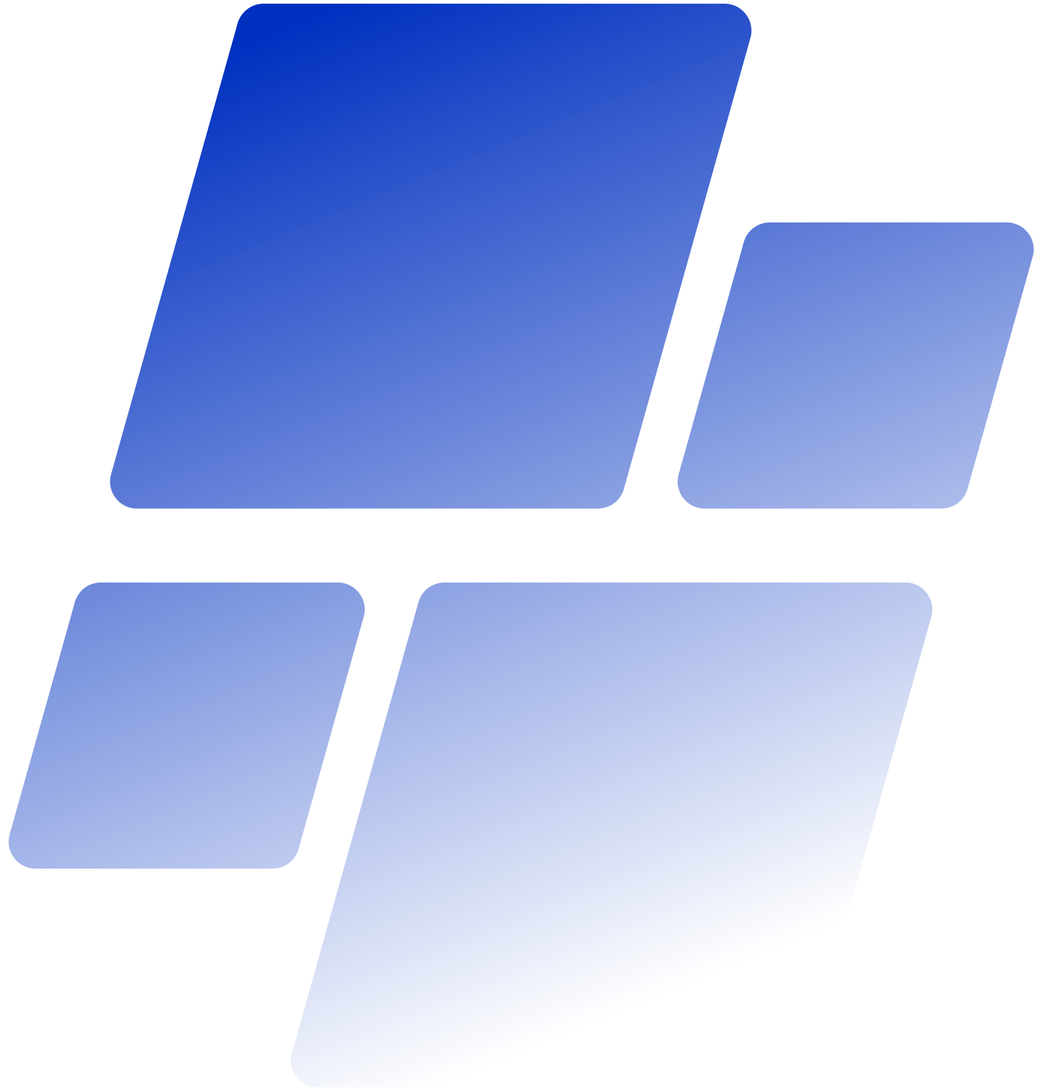
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