

CASE STUDY

*Lidia Crochet Tricot*

HOW A FABRIC FIRM IS USING **CLOUD**  
TO **STRENGTHEN CUSTOMER BONDING**



Lidia Borniquel Fernandez, Co-founder Lidia Crochet Tricot

Do you know what the biggest pain point of an ecommerce store owner is? When their customers start leaving. Customers leave because of numerous reasons including slow performance, more downtimes, and traffic surges. In short, there are multiple factors that lead to poor user experience and account for you to lose customers.

Stan Constantin, the founder of Lidia Crochet Tricot, is one person who has borne this pain. Stan and his wife, Lidia Borniquel Fernandez, are the people behind Lidia Crochet Tricot, a french fashion brand, and its YouTube video series. Meanwhile, the idea of Lidia Crochet Tricot is to help people learn knitting, Stan also sells knitted textured fabric through their ecommerce store.

On average, Stan gets most of the traffic through organic search and their two YouTube channels. The store is based on WooCommerce and hosts over a thousand products. It has products ranging from raw material like yarn to finished textured fabrics.



**We are a textile company, we sell yarn and accessories directly to the clients. We started three years ago, and have seen a very good growth curve.**

*Stan tells about their services.*

## A Messy Experience

Customer experience is the most important part of any business. We work every day to offer a good product at the best price. The fact that sets us apart from other companies is our approach and our relationship, which we have developed with our customers, Stan says.

As a textile manufacturer, Stan works with customers from around the world.



**We have between 15,000 and 20,000 customers buying our products.**

*Stan says.*

Since he isn't tech-savvy himself, he used to rely heavily on his web host to improve site speed and resolve server errors. But the host wasn't meeting his expectations.

**Our previous web host was a mess!** We experienced a lot of errors on a daily basis, Stan tells. He constantly experienced downtime, server errors, update issues, and the overall server management interface was too bad.

Since Stan's team gets orders through their ecommerce store, even a slight delay in website speed hurts their sales targets badly. So, he started to look for alternative hosting options. While searching for a better option, Stan landed on Cloudways.



**I had heard about Cloudways on Google and Facebook. I decided to choose it because many people were recommending it.**

*Stan tells about choosing Cloudways managed hosting.*

## **If You Are Not Selling, You Are “Dead”!**

When your business is ecommerce related, your virtual shop needs a good server and a good hosting service. If you don't have that, you don't have the shop, and you are not selling anything. If you are not selling, you are “dead”, This is Stan's clear stance when it comes to a poor hosting experience.

Stan found Cloudways a perfect fit. Cloudways engineers migrated Lidia Crochet Tricot servers to their platform in just a few hours and the site was back up in almost no time. Here is how Stan describes his experience with Cloudways so far:

***It's been a good experience. We had some issues, but nothing that the Cloudways team couldn't resolve in appropriate time. Cloudways service speaks for itself!***

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## Service that Speaks for Itself

Stan's team already had a strong bond with their customers before migrating to Cloudways. But now their bond has become even stronger. It has enriched the cloud hosting experience for Lidia Crochet Tricot, its team, and especially the customers.

***We can now sell our products on all continents with ease. This is an achievement for us, as we have been able to build a company from scratch, Stan tells about their cloud hosting experience.***

Lidia Crochet now runs at an unimaginable speed, encounters almost zero errors, and the platform interface is exceptional, all thanks to Cloudways.

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**Cloudways services speak for itself.**

*Stan, CEO, Lidia Crochet Tricot.*





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