

# Nicholas Coffee & Tea Co.

## Case Study

**Our Mission:** To help Nicholas Coffee & Tea Co. modernize their online presence while preserving their rich historical charm. Through a full-scale e-commerce redesign, strategic marketing, and the introduction of a subscription-based model, we elevated their brand, streamlined their online shopping experience, and drove significant revenue growth.



# The Challenge



Nicholas Coffee & Tea Co., a historical gem located in Pittsburgh's iconic Market Square, is a fourth-generation family-owned business with a century-old legacy. Despite their deep roots and loyal customer base, their digital presence was stuck in the past and didn't reflect where they wanted to go with the business. They aimed to modernize their brand while still paying homage to tradition, expand their e-commerce reach, and attract a new generation of coffee and tea enthusiasts.

Their former website was generating traffic, but it wasn't optimized to fully capitalize on their online potential. Though already attracting substantial e-commerce visitors, it lacked the design, functionality, and modern user experience needed to convert that traffic effectively.



## Goals

**To honor the company's rich legacy while modernizing their website and e-commerce experience to convert today's customers.**

### Outdated Website

The previous site didn't reflect the brand's quality and was difficult to navigate, creating friction for visitors and missed opportunities for conversions.

### Inefficient E-Commerce

Customers would benefit from a smoother buying process that makes it easier to explore all 338 products.

### Revenue Growth

They sought to increase online sales through a more intuitive, user-friendly e-commerce experience.

# The Process

We began with an in-depth strategy session to fully understand Nicholas Coffee's heritage, values, and long-term business goals. Through collaboration with their team, we identified key opportunities to modernize their e-commerce platform while maintaining the authenticity and charm that made the brand special.

## Our process included:

- **Strategic Planning:** We conducted a comprehensive audit of their existing website, analyzed e-commerce traffic data, and defined clear objectives for the redesign.
- **Brand Positioning:** By highlighting their historic charm and raw bean-to-cup process, we crafted a narrative to attract coffee diehards and new online customers alike.
- **Prioritized Rollout:** We tackled the most critical issues first—improving navigation, streamlining the checkout process, and introducing a subscription-based model to enhance customer retention.

By approaching the project with a phased, strategic rollout, we ensured that the new site would deliver maximum impact while being easy for the Nicholas Coffee team to adopt.





# The Solution



To transform Nicholas Coffee's online presence and drive sales, we implemented a multi-faceted solution:

## E-Commerce Redesign

We overhauled their website, creating a sleek, user-friendly platform with improved navigation, enhanced search functionality, and a seamless checkout experience.

The updated design highlighted their heritage with rich visuals, storytelling elements, and engaging product pages.

## Subscription-Based Model

To boost recurring revenue, we introduced a monthly coffee subscription service, making it easy for customers to receive their favorite blends automatically.

The subscription model offered flexibility, allowing users to customize their delivery frequency and product selections.

## Streamlined User Experience

We simplified the site's architecture, making it easier for customers to explore all 338 products.

Improved filtering, sorting, and product recommendations enhanced discoverability and encouraged larger cart sizes.

## Backend Optimization & Staff Training

To ensure the Nicholas Coffee team could easily manage the new e-commerce system, we provided hands-on training and created clear documentation for order fulfillment and backend operations.





## Customer Reviews

We added a review function to their online store, allowing customers to share their experiences.

Since launch, Nicholas Coffee has received, 21 five-star reviews and 1 four-star review.

The overwhelmingly positive feedback has strengthened their credibility, boosted customer trust, and improved conversions.

## Marketing Automation with Omnisend

We implemented Omnisend for automated product abandonment and abandoned cart emails, recapturing lost sales.

This automation has generated an additional \$1,727.69 to date (Dec 2024-March 2025) in revenue from users returning to complete their purchases.

## Marketing Enhancements

The redesigned website and targeted campaigns amplified their reach, driving more traffic and conversions.



# The Result

After launching the new website, marketing initiatives, and Omnisend automation, Nicholas Coffee experienced measurable improvements in their revenue and e-commerce performance:



## Revenue Growth



### December Revenue (highest month of the year)

Increased from

**\$37,788** to **\$40,428**  
(2023) (2024) post-launch



### Average Monthly Revenue

Before website launch

**\$27,915**

After website launch

**\$28,760**

An average increase of

**\$845**  
per month



## Customer Reviews



### Boosted customer trust and provided authentic social proof

The review system has contributed to increased customer confidence and conversions

**21** five-star reviews & **1** four-star review



## Staff Efficiency

The Nicholas Coffee team adapted quickly to the new backend system, streamlining their order fulfillment process and improving efficiency

Staff reported higher confidence in managing online operations, thanks to training and ongoing support



# Conclusion

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The digital transformation of Nicholas Coffee & Tea Co. successfully preserved their historic charm while propelling their business into the future. By creating a modern, user-friendly e-commerce platform, introducing a subscription-based model, and implementing marketing automation with **Omnisend**, we unlocked their untapped online revenue potential.

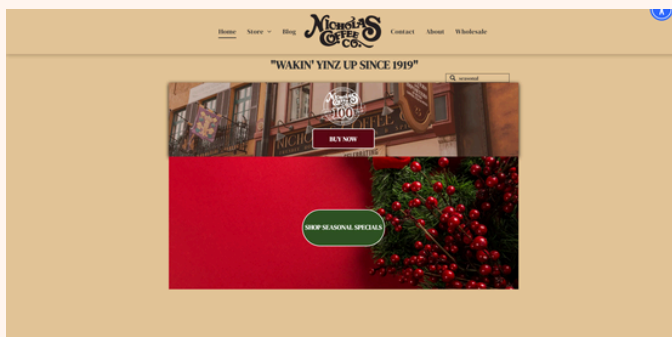
The combination of elevated design, streamlined functionality, and strategic marketing positioned Nicholas Coffee for **long-term growth**, allowing them to reach coffee enthusiasts across the U.S. and beyond.





# Website Transformation

## Before



## After

