

CASE STUDY F.Hinds

SOLUTION Omnichannel Retail



Established in 1856, F.Hinds is an independent, family owned chain of UK jewellers with 115+ branches in England and Wales. Having traded online since 1996, they have always been at the forefront of UK retailing and understand the importance of continually improving their service, particularly online.



Project Highlights



Click & Reserve

Advanced Click & Reserve service with movement of stock between stores and warehouse, controlled & calculated in tradeit.



Seamless checkout

New and improved checkout process specifically designed to increase conversions and reduce the bounce rate.



Store locator

Built-in store locator with postcode lookup and individual store details like opening hours and range of services available at each.



Multiple sites

Multiple brand sites running from a single back office for simple management.



Promotions

Sophisticated promotions capabilities including new offer types built exclusively for the new site.



Stock checker

Integrated store stock checker means the quantity of stock at each store can be checked based on nearest location.



Rich imagery

Products brought to life through enhanced imagery, zoom and 360-degree rotation to give customers a perfect look of things before they buy.



Advanced filtering

Highly sophisticated search tools and faceted navigation to help users find exactly what they are looking for, quickly and easily.



Powerful search

Advanced on-site search and image search configuration drives significant improvements to both the speed and accuracy of search results.



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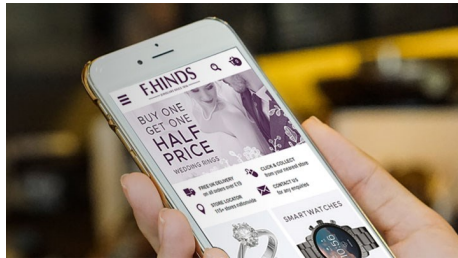
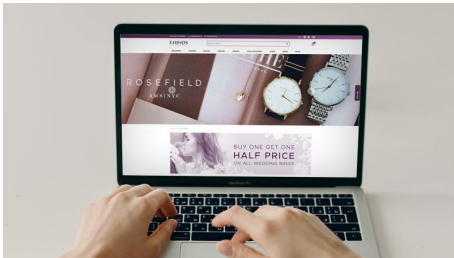


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Project Overview

F.Hinds aimed to unify their online and in-store experience with enhanced omni-channel functionality, focusing on streamlining the checkout and significantly improving their Click & Reserve service for both staff and customers.



Despite having over 115 retail stores, fulfilling online orders is complex for F.Hinds. High-value items aren't always held centrally, as they're better showcased in-store—especially one-off pieces like engagement rings and gifts. As a result, online orders may need to be sourced from physical stores if not available at the main warehouse, creating logistical challenges. For items stocked in only a few locations, products are returned to the warehouse before being sent to the customer's chosen store or delivered—an option reserved for items over £50 due to cost. This means some products are only available for collection from certain stores, and availability times vary: in-stock items can be ready in 2 hours, while others may take days. Additionally, some supplier-held items are only available to buy online.

Due to limitations in their EPoS system, all of this complex functionality had to be developed within tradeit. Exact stock levels for every product, in every store, are maintained in tradeit and updated via near real-time integration with their back-end systems, ensuring online availability is as accurate as possible. Stock buffers are also in place to account for sudden in-store purchases.

Despite the complexity of fulfilment and Click & Reserve, the website still delivers a seamless customer experience. Checkout pages have been streamlined with minimal form fields and Loqate address auto-complete, enabling customers to complete their orders quickly and easily. Additional payment options such as Klarna and Apple Pay have been introduced alongside debit and credit cards, offering greater choice and flexibility.

Other UX improvements include a fully responsive design with four breakpoints, infinite scrolling on category pages, enhanced promotions, and improved product imagery to give customers a clear view before buying. Advanced search has also been implemented, resulting in an immediate uplift in incremental revenue from on-site search users.

“A change of EPoS system presented the opportunity to update the site. Rather than do the mere basics we presented Red with the challenge to pretty much start from scratch, reinventing what Click & Reserve can be and really embracing omni-channel retailing. We've a positive ROI on all of the work within six months so people are pretty happy around here at the moment.”

Ecommerce Manager, F.Hinds

Project Integrations



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