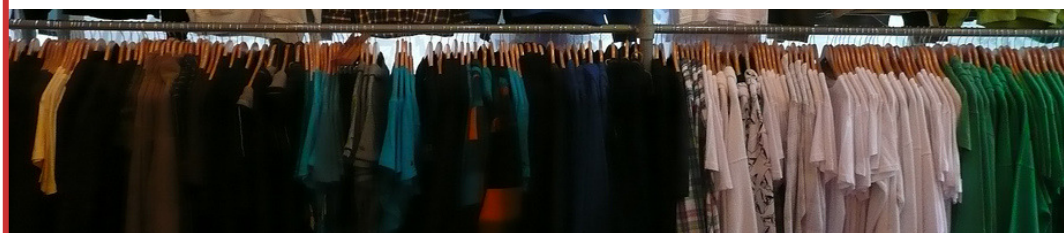


Fashionable ecommerce



Project Objectives:

- Develop integrated ecommerce platform that allowed prolific and rapid product introductions, in-house content management and e-marketing capabilities.
- Integration with outsourced call centre and fulfilment operation.
- Mitigate against high customer returns associated with traditional clothing mail order.

“The new web site is already proving a success and giving us great return on investment”.

Richard Antrum
Head of Marketing, Peacocks

Peacocks is the fastest growing value fashion retailer in the UK with over 490 stores and turnover in excess of £390m. With a limited online presence, they were not taking advantage of e-commerce but felt sure that an online solution could achieve good return on investment. They decided to use Red Technology, impressed by both their store design concept and feature rich e-commerce platform.

For a first time venture into e-commerce it was important for Peacocks to mitigate risk and ensure good return on investment. Crucial to the project was ensuring the ability to manage and promote in-house, to drive sales, and integrate with outsourced fulfilment agencies and internal IT systems. They chose the Red Technology tradeIT™ e-commerce platform because it was already proven in the market and includes a wide selection of in-built tools that can be rapidly customised to leverage brands online, driving revenue.

New to ecommerce

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tradeIT™ seamlessly combines full multi-site web content management, merchandising and e-marketing. Individual internal departments can take control of, manage and update their own content; speeding up the process and reducing cost. Built using the latest technologies the platform seamlessly communicates through Web Services and is fully scalable to grow with the needs of the business. Peacocks e-commerce site went live in September 2007, visitor traffic and sales are already ahead of forecast and growing strongly. The project was delivered within budget and on time.

Red Technology has been a leading UK e-commerce solution provider since 1996. Their development specialists have built more than 400 e-commerce solutions selling products and services online, to both businesses and consumers. Customers include high street retailers, specialist online retailers and large corporations from private, public and not-for-profit sectors.



"We had a steep learning curve when it came to ecommerce, but Red Technology made the process so much simpler."

Richard Antrum
Head of Marketing, Peacocks

Solution:

- In-house non-technical users to manage and publish content, promotions and e-marketing, via word style web interface.
- Integrated data communication automatically synchronises with outsourced fulfilment.
- Innovative 'build the look' and up-selling features encourages increased spend.
- Ability for customers to email product images to friends, generating revenue and brand awareness.

Benefits:

- Reduced costs through rapid implementation and ongoing savings by managing content in-house.
- Increased order values and reduced return rates improve profitability.
- Latest SQL & ASP.NET applications and in-built web tools help future-proof investment.

Red Technology has been a leading UK CMS and e-commerce solution provider since 1998 and has delivered over 400 CMS and e-commerce solutions to organisations of all sizes across the UK. Our e-commerce solutions include e-commerce platforms, website design, e-commerce development, online marketing and e-commerce hosting. To find out how our e-commerce expertise can transform your business, contact us on +44 1865 880 800 or email us at info@redtechnology.com

