



Project Overview-Cancer Research eCommerce

Cancer Research UK is the world's leading independent organisation dedicated to cancer research. They are a registered charity and support research into all aspects of cancer through the work of more than 4,250 scientists, doctors and nurses. Red Technology were asked to redesign their publications web site, integrating new ecommerce functionality to allow both free and chargeable documents to be download directly or ordered for delivery from a 3rd party printing operation; facilitating faster, ecommerce enabled, information access for customers and significant fulfilment and administration cost savings for the charity.

Business challenges:

- Lack of ecommerce software meant that public and health professionals had to order publications via labour intensive email forms which were processed manually.
- Managing the publications catalogue and making site content changes required technical expertise and could not be implemented quickly.
- Many publications were free to the public, but printing and distribution costs for Cancer Research UK were expensive.

Solutions:

- In-house non-technical users to manage and publish content and the product catalogue.
- Allow publications to be downloaded directly from the new Cancer Research UK ecommerce web site.
- Implement an ecommerce checkout process that could handle both free and chargeable materials.

Benefits:

- Significant administration time savings and rapid public access to information with greatly reduced fulfilment costs.

“Not only did Red Technology greatly improve site functionality, they proposed and built a system that delivered significant operational cost savings. Our streamlined ordering system now ensures an excellent customer experience and much of our administration resource has been freed up to concentrate on other areas.”

*Nicola O'Connor
News & Resources Manager, CRUK*

On Cancer Research UK's old website, all ecommerce orders were processed in a way that was time consuming and inconvenient for both the charity and their customers. Payments and fulfilment had to be processed manually. Allowing site visitors to download leaflets would dramatically reduce direct costs in terms of printing, postage and fulfilment and would also save costs in terms of time spent administrating the system. eCommerce enabled downloads for their website meant that customers could have immediate access to information rather than having to wait for it to be posted to them.

After a comprehensive consultation and design process Red Technology designed Cancer Research UK's new ecommerce site, implementing document download facilities, ecommerce functionality and 3rd party integration. Cancer Research UK are delighted with the public response to their new e-commerce platform and are finding its administrative functionality easy to use. They are already seeing good return on investment with dramatically reduced fulfilment and administration costs.

Red Technology has been a leading UK ecommerce solution provider since 1996. Their development specialists have built more than 400 ecommerce and content management 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.