

CASE STUDY Burhouse

SOLUTION B2B & Retail Ecommerce



Founded in 1968 Burhouse Limited initially started bulk breaking semi-precious gemstones and supplying the then-popular lapidary hobby market. In 1974, the market demanded a development into calibrated stones and jewellery components.



Project Highlights



My Account

Enhanced user accounts aimed at trade customer requirements including quick order forms, credit limits, saved baskets, wishlist, discount level, saved quick order forms, recently ordered products, unlimited basket size, and much more.



Advanced Search

Advanced search tools including predictive, fuzzy search, support for inflections, weighted & boosted search passes, and much more all powered by Elasticsearch.



Call centre

Built-in call centre allows admin users to setup/view customer accounts and process orders on their behalf as well as aiding customer service to provide support.



Pricing

Number of pricing options for both retail and B2B customers including quantity-based pricing per product and tiered pricing based on customer spend.



Integration

Two-way integration between tradeit and SAP Business One ERP to suit business requirements.



Product comparison

Simple product comparison enabling customers to look at prices, sizes, specs and more, side-by-side.



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Project Overview

After "4-5 years of hell with a Magento site", Burhouse had reached a point where they felt their site was losing customers and money. They knew they needed to replatform but were only being offered Shopify or WooCommerce



based options and, having gone through five years of problems on Magento, didn't want to try and make their needs work on another inflexible, retail ecommerce platform.

They understood that they needed a platform that was primarily designed to cater for the majority of their customer base who are wholesalers, but also provide the same level of service to their smaller retail customers. Having discounted the usual suspects like Shopify, Magento, BigCommerce etc... they followed a recommendation from their ERP partner, Inter-Concept, and opted for tradeit. Catering for their B2B customers was key and the new site features a number of tools designed to assist them including a comprehensive My Account area. This features quick order forms, visible credit limits imported from their ERP, saved baskets, wishlists (that can be sent to other people), current discount level, saved quick order forms, recently ordered products, and much more.

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.

Another key consideration in replatforming was choosing a system that could meet their current and future needs, making it essential to select a platform without limitations. Their previous Magento site had an unusual and inconvenient issue that restricted customers from adding more than a certain number of items to their basket and completing their checkout, seriously hindering conversions. Now, there is no limit to the number of products customers can add to their basket. This allows them to shop at their own pace without encountering basket drops, enabling them to complete their purchase in one go instead of having to check out multiple times (if they were that patient).

With over 9,000 products, on-site search was improved through the implementation of Elasticsearch in tradeit meaning results are far more accurate and returned in far less time. They now have a site set up for growth without issues or limitations.

“Extremely organised and thorough team, we launched with minimal issues which was such an amazing experience. Very competent company with a great product, would 100% recommend.

Managing Director, Burhouse

Project Integrations



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