Case Study

Omni-channel retail ecommerce for
this calendar & gift retailer.

Calendar Club specialises in retailing calendars, diaries, planners and gifts during the busy Christmas shopping season. With roughly 1,100 titles and an extended range of over 6,500 products online, they are the largest retailer of dated product in the UK. Their shops and mall units have been a common sight in shopping centres and high streets across the UK and Ireland from the end of September to mid-January since 1998 and they've been online since 2003.

Project Highlights

Hosting

Fully hosted solution with infrastructure designed to cope with huge increases in the volume of site traffic and orders at certain times of the year, due to the seasonal nature of their business.

Click & Collect

Click & Collect from between 200-300 stores. As a seasonal business, many of the stores are pop-ups, but they can easily turn that fulfilment option off to certain stores and at certain times of the year .

Content Management

Advanced content management giving them complete control over content, including navigation, with more dynamic and personalised elements.

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 online support. Also features enhanced customer search and postcode look-up.

Advanced Search

Advanced site-search capabilities through Elasticsearch including custom configuration and additional metric enhancements.

Seamless Integrations

Seamless integrations with numerous third-party systems including their bespoke ERP, Trust Payments (including PayPal, Apple Pay, Google Pay, & PCI-PAL), Ometria, Feefo, Loqate, Royal Mail, HotJar, Facebook Pixel, Google Tag Manager & Google Analytics.

Advanced promotions

More advanced promotions engine than their previous platform enables them to configure new bundle and offer types to drive up AOV and conversions.

Redirects

Redirects automatically set up from last year's calendars to current versions, helping conversions and avoiding bounces.

Local Collect

Local Collect fulfilment option enables users to pick up orders from any Post Office branch or Royal Mail Customer Service Point in the country.

Project Overview

Having traded online since 2003, Calendar Club have a well-established ecommerce operation alongside their stores. As the stores are seasonal, the website is their sole order driver throughout a large part of the year - people still want to buy calendars in the middle of the year believe it or not! Also, now their range has expanded to include gift lines such as stationery, mugs, socks and more, there is demand for non-dated products.
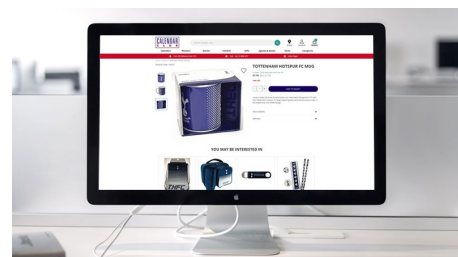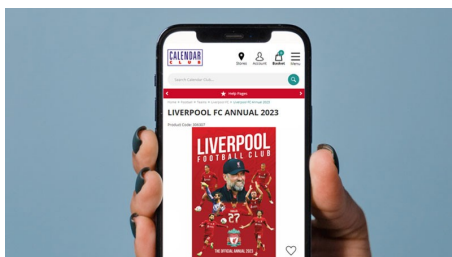
With an online presence now spanning twenty years, Calendar Club have moved between various different platforms over the years before settling on an enterprise system a while ago. Despite being billed as an enterprise solution, things were not as they expected. The platform was restrictive, functionality was lacking (basic promotions engine, a lack of flexibility for creating content, no recently viewed items, wishlists or refer a friend, no scheduled updates, no Apple Pay), the site was fragmented, and it left them feeling rather underwhelmed and frustrated.

Once the pandemic hit and the site became their only sales channel it underlined the issues even more. The decision was taken to replatform, it was no longer a case of 'making do' as their website was absolutely vital to their revenue.

Due to the nature of their business, and the fact it is highly seasonal, Calendar Club experience an intense peak season where site traffic spikes aggressively and orders can reach almost 12,000 a day. That meant that both the platform and the hosting infrastructure needed to be extremely stable and able to scale.

Being able to find what you are looking for is a standard user requirement across any site but, given their product range, was especially important to Calendar Club. As a result, Elasticsearch was configured for on-site search, whilst special attention was paid to redirects so last year's calendar pages would automatically redirect to this year's versions of the same thing.

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> *The platform is more stable than our old one, and it is managed, so it takes the support pressure of our development and IT teams. The platform has more functionality than our old platform so should increase sales. I think it has given us a very good base to do further development on as and when we need to.*

Ecommerce & Operations Director, Calendar Club

Project Integrations

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