

CASE STUDY Healthspan

SOLUTION DTC Ecommerce



Founded in 1996, Healthspan has remained at the forefront of advancements in the world of health and nutrition ever since. Having started with just six products, their two ranges now extend to hundreds of supplements and sports nutrition products used by some of the world's leading athletes.



Project Highlights



Replenishment subscriptions

Sites feature replenishment subscriptions which are inherent to the platform meaning there are no clunky plug-ins, bolt-ons or apps, and no additional costs.



Product tracing

Batch certificates and expiry dates on every Elite brand product for easy tracing and customer convenience.



Customised designs

Custom designs, with unique components for different styles between brands, ensuring they stand out from their competitors and avoid the template look & feel often associated with theme based platforms.



Integration

Seamless integration via web services with Microsoft Dynamics Navision including user data, customers, orders and subscriptions. Other integrations with CyberSource, Feefo, Qixol, Loqate, Google Tag Manager & Google Analytics.



Payment restrictions

eWallet payment method restrictions are automatically applied to prevent users ordering CBD products. Category name changes are also applied for users landing on CBD from social ads.



International

International versions of their DTC sites across both brands for both the UK & Ireland.



Call centre

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



Club discounts

Club and team-level trade accounts with exclusive discounts and payment by invoice.



Loyalty

Points-based loyalty scheme for the Healthspan Elite brand using tradeit's built-in loyalty features.



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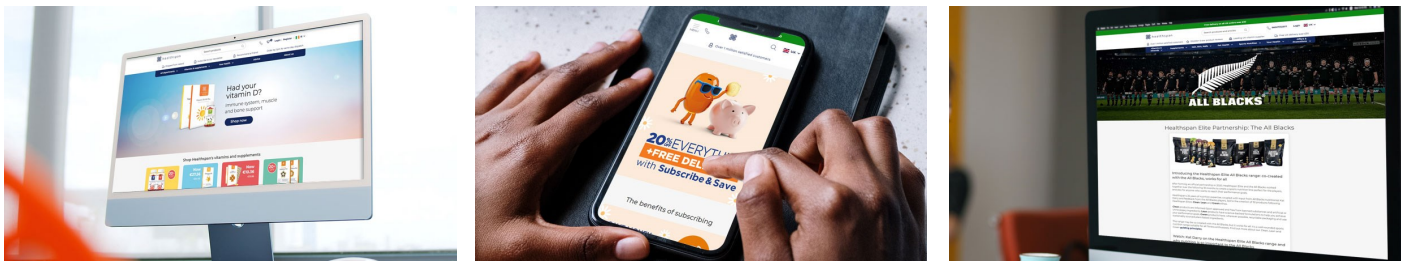


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Project Overview

Having initially delivered a tactical ecommerce solution for their international sites, due to the cost of rolling out new channels on their existing platform, Healthspan soon replatformed all their channels to tradeit.



It quickly became apparent that tradeit could cater for all of the requirements of their two main flagship UK sites, but with less cost, more flexibility, and superior functionality than their previous platform. With different designs (for different brands or purposes), shared or unique content, and sites that are localised for different markets with multiple languages, currencies, taxation systems & warehouses, no sacrifices are made in terms of functionality either, owing to tradeit's inherent feature-rich tools and multi-channel capabilities.

Their installation of tradeit now caters for four different sites across two brands and two different countries, with a mixture of both shared and unique content. Further channels can easily be added and can support different designs, languages (if required), currencies, content, products, prices, offers, shipping options, payment types and much more.

In order to replicate their enterprise platform, that inherent functionality needed to include catering for subscriptions and a loyalty scheme, without the use of clunky and restrictive plug-ins, extensions, or apps.

As supplements are a regularly consumed item, often taken daily, loyalty and subscriptions were fundamental to the new sites. The main Healthspan brand sites wanted to offer subscriptions whilst the Elite brand sites, which primarily sell sports nutrition products, wanted to employ a point-based loyalty scheme to generate repeat business.

Other requirements included numerous integrations, call centre functionality for processing orders offline & aiding customer service, club-level accounts with exclusive discounts & payment by invoice, and batch certificates & expiry dates on any Elite brand products.

There's one other huge benefit though, the great licensing and hosting economics mean they will save over 60% of their previous costs. So what started as a tactical solution is now their core platform for online growth.

“ *In the last 20 years of doing ecommerce this is the fastest and easiest platform change I have been involved in. The single best thing was the Red Technology team made a real effort to understand our business needs and technology eco-system, and went the extra mile on more than one occasion.*

CTO, Healthspan

Project Integrations



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