

Case Study

Omni-channel ecommerce for leading Builder's Merchant.



Established in 1989, KRM Building Supplies Ltd has been providing building materials, landscaping supplies and timber supplies to local DIY and professional tradespeople in Derbyshire and Nottinghamshire for over 35 years.

Project Highlights



Collect Later

Collect Later allowing customers to buy online and collect at their convenience.



Integration

Two-way integration with Kerridge K8 including additional calculations for outputting pricing and stock .



Product area coverage

Allow users to put in the total area coverage required for purchases such as paving stones or artificial grass.



Diverse product set

Diverse product set includes standard products, product variations, and products sold to cover an area.



Fulfilment

Multiple fulfilment zones based on proximity to merchant, with costs calculated accordingly.



Quick re-ordering

Number of tools to aid quick ordering and re-ordering including saved baskets, quick order forms and saved quick order forms.



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.



My Account

B2C enables customers to see their orders and order history with wishlist and updatable contact details.

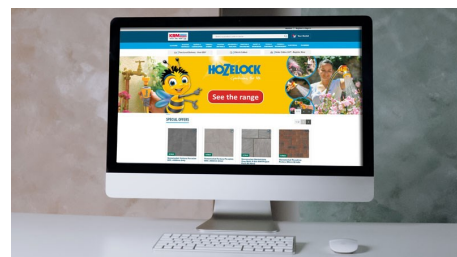


Advanced Search

Advanced on-site search capabilities including suggested search terms & categories, content & product search, fuzzy search, boosted & weighted searches and much more.

Project Overview

KRM Building Supplies previously had an ecommerce site with data coming from an old character-based system. However, when they changed business systems to Kerridge K8 it involved adopting a whole new angle for getting data out of it, both in terms of format, and the data set. This meant having to rely on a catalogue/reference site for a period of time and although this site was integrated with their business system, it was unable to display and calculate prices according to the customary units of measure required for the merchant industry, so couldn't be adapted for ecommerce properly.



They knew their customers were interested in purchasing online and had many enquiries from customers who were already using the catalogue site to quote product codes when ordering offline. They needed to make it easier for customers to see product details and then follow this through by adding them to the basket before confirming their order. In short, they needed a new ecommerce platform that could seamlessly integrate with their Kerridge ERP and deliver accurate and real-time pricing across their entire product range.

Back end integration was less straightforward than for most businesses due to the nature of the products they sell and how they are priced. Normally when retrieving stock and pricing via an API it's a simple unit, however the integration with Kerridge K8 required additional calculations. For example, bricks are priced per 1000 in Kerridge but can be sold individually online. That means the website has to take the price per 1000 and divide it into a unit price to sell online, whilst also monitoring the stock level.

This diverse range of products also required other calculations to deliver a nicer UX. Whilst some items are standard units (like a tin of paint or bag of screws), many of their products aren't so straightforward. For example, people don't usually buy a single brick or paving block, so functionality was delivered in tradeit to enable customers to select an area of coverage with pricing calculated for them based on their requirements, rather than guessing how many bricks, or paving blocks, they would need. This also extends to timber and artificial grass where coverage is more relevant and useful than a single unit. It also helps internal staff when quoting for a customer's requirements.

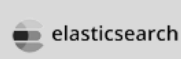
As the new website beds in, KRM are hoping to increase their product offering by introducing products they can get "to order" alongside expanding their standard range. They are also looking to increase the areas they serve by adopting a courier to fulfil orders beyond their existing regional area. They are hoping this will significantly increase their online revenue.



We were impressed by the professional approach and understanding of our needs to enable us to trade online. Red have also been flexible in helping to develop particular functionality to suit some of our 'more quirky' product offerings which aren't sold as 'each' in single units.

Ecommerce Manager, KRM Building Supplies

Project Integrations



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