

# Case Study

Best in class ecommerce fulfilment solution for the premier source of gardening supplies in the UK.



Established in 1979, Longacres Garden Centre Bagshot is the largest independent garden in the South of England, occupying a nine acre site in Surrey. The award-winning retailer (7 times number one Garden Centre by turnover - Horticulture Week) also have five further sites in Addlestone, Chelmsford, Shepperton, Chobham and Ashford, offering a huge range of products including fresh cut flowers, plants, furniture, tools and more, as well as a restaurant and food hall.

## Project Highlights



### Click & Collect

Integration with Click & Collect service including drive through collection from stores.



### Personalised advertising

Distinct advertising zones to deliver personalised content across the site.



### Advanced search

Multiple search options including mega-menu, faceted navigation and free text search all powered by Elasticsearch.



### Seamless integrations

Seamless integrations with internal business systems plus reviews engine, payment provider, address autofill and Plant Finder tool.



### Multiple delivery options

Enhanced delivery options to take into account rules for; local delivery only, national delivery and heavy/bulk items.



### Responsive design

Fully responsive design with 4 breakpoints, optimised for all devices helping to ensure the best possible user experience.



### Award-winning

Multi award-winning retailer, voted Garden Centre of the year for T/O > £5m by Garden Retail Awards 2016 and Horticulture Week number one by turnover for the last 7 years.



### Advanced marketing

Advanced marketing tools for; merchandising of products and creation of offer and bundles to excite, convert and up-sell based on user, what is searched for, what is in the basket and value.

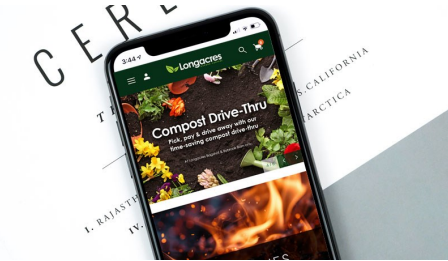


### Integrated blog

Integrated blog driven by ecommerce platform so all content remains on a single website for better UX and SEO performance.

## Project Overview

As a customer of Red Technology's for many years they have seen huge growth in their ecommerce business since they began using tradeit and are always looking to keep innovating to drive further growth still. Having recently introduced a new Click & Collect service, their latest project was to update and improve their ecommerce site with particular focus on fulfilment and the customer experience, alongside a new responsive design, delivering the same superb UX regardless of the device type.



Upgrading to the very latest version of tradeit gave them a host of brand new features designed to aid conversions such as the advanced promotions engine and advertising system, as well as improvements to the CMS and PIM, making the site much easier to manage and update internally. However, there remained some serious complexity with regard to the fulfilment of orders, primarily due to the vast range of differing products they offer.

Most ecommerce sites have a fairly simple product set and a single warehouse for fulfilment, making deliveries pretty straightforward. Unfortunately for them, Longacres are different. They offer a number of delivery methods which vary depending on the product, destination and time scale required by the customer and/or supplier. These include their own fleet of vans for local deliveries, Royal Mail for smaller

items, different courier firms for the bulk of their nationwide deliveries, shipments directly from the supplier, pallet deliveries for extremely bulky items, as well as collection from their Addlestone, Bagshot, Shepperton, Chelmsford or Ashford branches via Click & Collect.

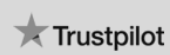
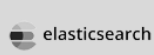
These different fulfilment methods, and the complexity of the possible combinations available, required a complete overhaul of the basket and fulfilment capabilities of tradeit resulting in an enhancement of the delivery conditions available within the platform. This enables Longacres to now determine the exact delivery cost and fulfilment options available, based on the entire contents of a user's basket and their delivery address, and then present those to the customer at the checkout stage, all in real-time.



*Confidence-inspiring and efficient. The best aspect was feeling that the team at Red were experts, and no matter what the request or issue, a good solution would be found.*

**IT Manager, Longacres Garden Centres**

## Project Integrations



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