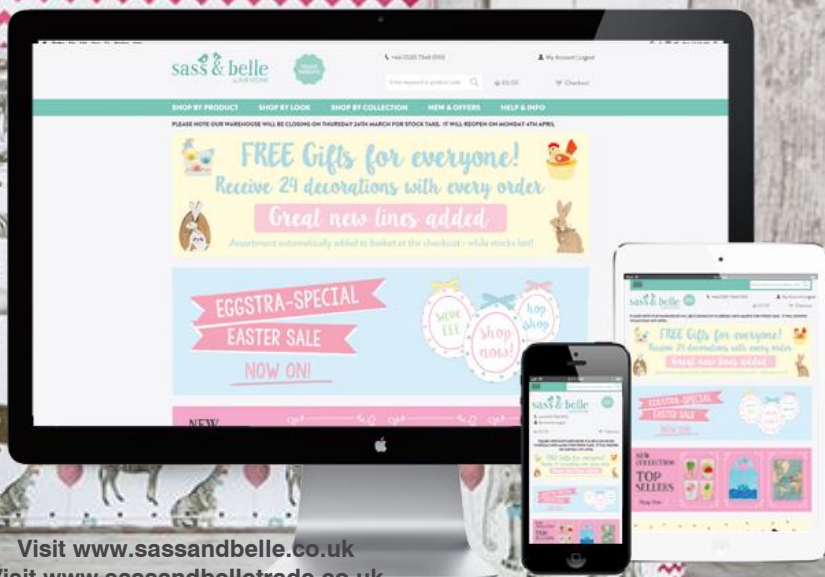


Creative giftware wholesaler delivers stunning UX with the **tradeit** B2B & Retail ecommerce platform from Red Technology



Visit www.sassandbelle.co.uk
Visit www.sassandbelletrade.co.uk

“Expectations were very much exceeded! Our customers love the new sites, they find them really easy to use despite the fact they’re far more complex than the old site. My team and I also love the sites as we can do so much with them ourselves, instead of relying on a developer to make even simple changes.”

Head of Ecommerce, Sass & Belle

Project Highlights



B2B functionality such as master and sub accounts, pre-order functionality, quick order pad and the ability to view & pay invoices online.



Advanced search capabilities with mega-menu, facets, predictive search and sort options meaning products are easy to find for users.



Multiple templates for different B2B and Retail ecommerce requirements, some shared, some unique to each.



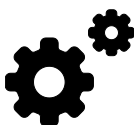
Launch of four brand new, fully localised sites for the UK and US (1 B2B & 1 Retail for each).



Capability to create and send individual customers both physical and e-gift vouchers for use on the Retail sites.



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



Superior CMS and ecommerce administration features meaning websites are much easier to manage without development resources.



Integration with SAP ERP system including importing orders, invoices, users, stock, prices and back order items.

Sass & Belle is a creative giftware wholesaler supplying everybody from small and independent stores, to large multinational customers around the world. They also sell direct to the end user via their retail websites and stores.

Having traded online for a few years Sass & Belle were looking to replatform in order to have more control over their B2B & Retail ecommerce sites, as well as benefit from a single set of integrations and the efficiencies of a single platform. Their research led them to look at several ecommerce platforms before deciding on **tradeit** because it offered more flexibility and control for both B2B & Retail ecommerce than other platforms they considered, as well as Red being more forward thinking than the other providers they looked at.

User Experience

Key to the project was user experience which meant starting with a responsive design so the sites were optimised for all devices, whilst also ensuring that the customer journey was significantly improved.

As they carry thousands of lines, the ability for users to find what they are looking for as quickly and easily as possible is vital. Predictive free search and a new mega menu allow immediate filtering of products by giving users the ability to shop by look, product type or collection, as well as highlighting new products and those on offer. All product listings pages can then be filtered using facets like price, product type, theme or colour, as well as sort options such as Product Code A-Z or Z-A, Product Name A-Z or Z-A, Price Low to High or High to Low, Best Sellers and New Products.

The flexibility of **tradeit** means sort options are easy to manage and new options can be created based on any attribute they define. Not only that, other sort options can be automatically populated based on metrics such as number of orders, number of page views etc...

tradeit's rich B2B specific functionality also helps further enhance the user experience for their trade customers. A sophisticated 'My Account' means companies can have multiple people placing orders against the same account - with different rights - all controlled by a super user, invoices can be viewed and paid online, along with a quick order pad and the ability to pre-order items.

Ease of use

The second most important aspect of the new sites was improving the efficiency of Sass & Belle's ecommerce operations. Being a fairly small team, and not overly technical, they required a platform & CMS that was able to deliver the sophisticated features their customers required whilst being easy to manage and administer. They love the fact the **tradeit** enables them to change and enhance almost anything themselves, instead of having to rely on developers to do things for them. Sharing functionality and content between the Retail and trade sites, but administering it from a single system is another great plus point.

Sass & Belle are expecting their new ecommerce sites to generate a much bigger share of their business revenue. Feedback has been extremely positive with customers loving the new sites and their ease of use.

“Being a fairly small team and not being overly technical we felt that Red really worked with us to decide on the best solutions for us as a business, accounting for our (not always straight forward) processes.”

Head of Ecommerce, Sass & Belle

About Red

Red Technology is a leading ecommerce solutions provider. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, **tradeit**. The **tradeit** ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

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