

Case Study



Class-leading B2B ecommerce for the UK's leading provider of barcode and RFID solutions.

BARCODE
WAREHOUSE



The Barcode Warehouse Ltd is the UK's leading provider of barcode and RFID solutions having successfully traded for over 30 years. The company specialise in supplying barcode scanners, mobile computers & label printers to the transport & logistics, warehousing, postal, healthcare, & retail sectors, and was listed as one of the Daily Telegraph's '1000 companies to inspire Britain'.

Project Highlights



Built for B2B ecommerce

Rich B2B functionality such as master and sub accounts with different permissions, quick order forms, saved baskets, wish lists and more.



Easy administration

Improved CMS and ecommerce administration features meaning the website is much easier to manage and update for non-technical users.



Integrations

Integration between tradeit and back office system's data updating orders, order status, products, stock, pricing and contracted products.



Call centre

Advanced call centre functionality including the ability for administrators to override unit pricing at the basket.



Responsive design

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



My Account

Customer-specific products can be assigned to user My Accounts so only relevant customers can see and order them.



Email marketing

Additional marketing capabilities including new product bundles and triggered email capability.

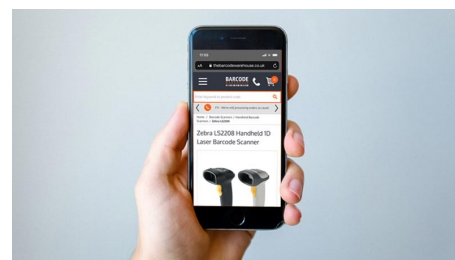
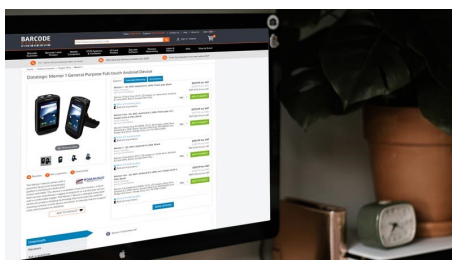
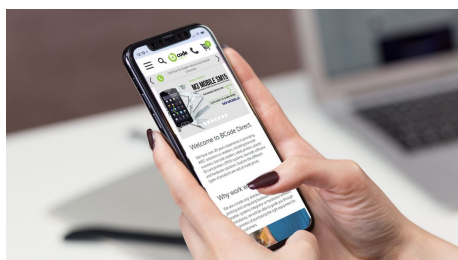


Multi-currency

Multi-currency - enabling purchasing in both Pounds Sterling and Euros.

Project Overview

Having been a customer of Red Technology's for a few years now, they have seen huge growth in their B2B ecommerce business since moving to the tradeit ecommerce platform in 2012 - last year saw sales grow by 26%. This continued online growth has endorsed their desire to stay at the forefront of ecommerce technology, and driven this latest project.



Operating a strictly business to business model means that their ecommerce site sits alongside other, more traditional sales channels. However, unlike other organisations where this often causes some internal conflict, their sales team have fully embraced the website, even using it as a key selling tool.

The site now enables internal staff to log in to customer accounts and override unit prices at the basket, meaning they can pass on additional discounts (on top of any pre-arranged, reduced pricing) to their key accounts, but still allow them to order online. This can even be done on the fly with the customer at the other end of the phone!

They can also set up customer specific products that only a particular user/company can purchase, only accessible through their My Account. This might be unique parts codes or customer specific items for instance.

The My Account also allows them to make use of tradeit's master and sub account functionality allowing users to be set

up with different levels of access depending on their role. This might include; whether they can approve pending orders raised from other users, or whether they can only raise orders that then require approval by another user for instance.

There are a host of other features available in their My Account including the ability to update details including billing and invoice addresses, check their order history, view saved baskets, add and save quick order forms, and create wishlists which can then be sent to another user.

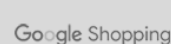
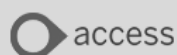
As many of their target customers are involved in logistics and warehousing, they are often on the move, so delivering the same online experience to tablet, phablet and mobile users was also crucial. As a result, a responsive design was also implemented alongside other new functionality such as an improved CMS for easy site management, triggered emails to re-engage customers, enhanced delivery options and improved product bundles.



We first contacted Red Technology when we were looking for a new ecommerce platform in 2011 and began working with them in early 2012. It has been a true partnership with them offering expert advice on top of their robust platform. I would have no hesitation in recommending them to anyone.

Business Development Director, The Barcode Warehouse

Project Integrations



Call us

01865 880 800

Email us

info@redtechnology.com

Visit us online

www.redtechnology.com