

ONLINE TRADE SALES REACH NEW HEIGHTS

Caswellsgroup provide trade customers with personalised eCommerce solutions to fulfil multi-location ordering requirements.

THE CHALLENGE

Historically Caswellsgroup already had a strong online offering, to both consumers and trade customers. However, trade customers are evolving and require much more control, and more efficiency, when placing orders across multiple locations and cost centres. This, coupled with personalised pricing, customer branded interfaces and back office database integration; so the challenge was set.



Caswellsgroup centrally manage all product content

using the power of Agility Multichannel. This allows Caswellsgroup to publish their product data to all commerce channels including a 1,000 page catalogue boasting over 10,000 products.

Key Achievements

The implementation of a fully intuitive and easy to use online trade platform has been developed, to assist trade users of the Caswellsgroup website to access personalised pricing, product placement and requisitions across multiple locations to ensure trade customers retain control and efficiency.

The Work

Fyooz worked alongside Caswellsgroup to develop and implement a personalised online trade platform. Fyooz also developed all of the required administration functions for internal use by Caswellsgroup staff, ensuring that the on-boarding of new online trade customers is managed with ease. The trade platform was also tightly integrated with Caswellsgroup PIM (Product Information Management) system and their ERP (Enterprise Resource Planning) system to ensure consistent and accurate information throughout the ordering process.



Paul Murphy, Commercial Manager said:
"The product commerce services that Fyooz provide

to Caswellsgroup are second-to-none. It's not only their professionalism, when it comes to delivering our commerce needs in digital or printed formats, but their response times relating to customer service and support are exceptional. This provides me with the confidence that I can utilise Fyooz as an extension of our team here at Caswellsgroup."



THE RESULTS

Aside from the vast range of online public-facing products, Caswellsgroup have successfully established 21 online trade customers, with over 500 end-users, servicing 70 locations and have sold over 4,000 individual products.

