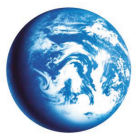


customer success story: barloworld handling

How do you reinforce brand values to draw in a wider audience?

The Problem



Barloworld Handling

"reinforce brand values but add more functionality to draw in a wider audience"

Barloworld Handling has over 50 years of experience in supplying cost effective solutions for customers lifting, storing and handling needs. Over the last 25 years they have offered a range of over 3,000 lifting, handling, storage, and safety products sold through a paper catalogue. The knowledge and experience that Barloworld has built along with excellent partnerships with leading manufacturers means the company is best placed to offer a tailored solution according to the needs and challenges faced by any company. This priceless knowledge is one of their great strengths but they felt they didn't have the look, feel and functionality on their website to demonstrate this.

With a strong corporate identity, they wanted to reinforce these brand values but add more functionality to draw in a wider audience.

The Solution

“Advansys proposed a multi-channel solution that would be flexible enough to grow with the business.”



**Barloworld
Handling**

After speaking to Advansys, the ecommerce solutions company, about what Barloworld were looking to achieve through the new ecommerce website, Advansys proposed a multi-channel solution that would be flexible enough to grow with the business. Along with generating more revenue through the website, Barloworld looked to reduce their costs through offering their catalogue online, which is a much greener and cost effective solution. Barloworld noticed a trend with growing numbers of buyers of industrial products researching solutions and purchasing products online however this channel wasn't being effectively exploited by its main competitors.

The ecommerce functionality also needed to incorporate user-defined customer up-selling opportunities as well as establishing different payment methods, depending on credit availability (trade accounts) or payment with order via credit card. The structure of the CMS of the scalable e-commerce website needed to accommodate complex levels for users with varying levels of security and access. The ecommerce framework also needed to be flexible and scalable as the company grows. One future requirement is to integrate into Barloworld's SAP operating system to reduce administration time.

A Mail Order Telephone Order (MOTO) channel was another piece of functionality that the company needed to be integrated into the CMS as many of their



customers would still want to ring Barloworld directly for their product advice. The MOTO module enables Barloworld to put the transaction through the website over the telephone, which then updates the stock levels automatically through the website.

Along with the sales functionality of the ecommerce website, Barloworld also looked to push their marketing activity with email marketing to inform their customers about the latest offers to buy online. With a strong loyal customer base who bought from them regularly, email marketing was the perfect way of directly targeting these individuals as well as enticing new customers. Promotional codes were also added to the functionality to offer potential and current customers the chance to get money off of certain purchases.

Although the website has only been live for a few months, Barloworld have already had numerous large orders via the website. This return on investment at such an early stage of the project means that they are confident that the ecommerce solution works well and can see further development opportunities.