

CARGO®

CASE STUDY



Cargo HomeShop

Cargo HomeShop is the trading name of J W Carpenter Ltd. Its very first store was opened in London by 20 year old James Waller Carpenter in 1876. The store sold a range of cookware, cast iron utensils, cleaning materials and other household products.

In 1967 the company's reputation for uncompromising value and dedicated customer service was recognised by the grant of a warrant to supply the household of Her Majesty the Queen. In September 1997 the company acquired RJ's HomeShop Ltd.

Today the Cargo HomeShop brand epitomises contemporary furniture and aspirational homewares at affordable prices. With almost 50 stores and a turnover of circa £33m and 350 plus employees Cargo HomeShop is one of the UK's leading retailers.

CHALLENGE

Cargo HomeShop commissioned PureNet to design and build its new B2C e-commerce solution serving customers throughout the world.

The company's core objectives were to improve the functionality of its existing website for its customers, promote and sell their products to a wider audience and achieve ambitious growth targets.

The solution had to be flexible enough to allow the in-house team to control all aspects of product presentation and support the company's regular promotions and marketing activities. In addition the solution had to be fully integrated with the company's current in-house systems and flexible enough to run an eBay channel and allow them to create and run powerful and dynamic affiliate feeds to promote and enhance their product portfolio.

SOLUTION

Choosing PureNet for its cost effectiveness and impressive functionality, the website was launched within a three month timescale on PureNet's proven software framework for eCommerce, a series of pre-configured, reusable and customisable components which combine with an established project delivery methodology.

The solution integrates directly with the company's warehouse management system giving them the ability to efficiently manage inventory quantities across multiple channels and provides a direct link from the eCommerce site to the point of dispatch.

PureNet's integration work didn't just stop at Cargo HomeShop's backend systems, but extended to include large merchant services providing an efficient way for the company to process large numbers of transactions within the eBay trading environment.

In-built intelligent web tracking and site metrics allow Cargo HomeShop to track visitor numbers, orders taken, visitor paths and trends to help them understand the demographics and behaviour of their customers in order to enhance their offering and increase sales.

The site incorporates a range of best practice merchandising functions to present their 500+ products in the best possible way and gives the company complete business user control of the eCommerce system, to allow customer acquisition to occur faster.

Cargo HomeShop's solution features built-in functionality for the company to schedule future page changes and activate promotions, which enables the company to test different variations of the website's design in order to maximise the value of each visitor.

Standard site features include product customisation, featured products and user reviews, all of which can be controlled internally reducing the volume of calls and emails and maximising their income.

BENEFITS

In less than two years, Cargo HomeShop have seen their annual online turnover triple, and their average order values are up by more than 25%. By offering more points to interface with their existing and prospective customers, the number of visits and page views are also up - by more than 17% in 2010.

The site with its significant functionality improvements gives Cargo HomeShop total control over its website and other web properties, and provides the ability to manage every aspect of content for their many different product types.

Website visitors benefit from the streamlining of e-commerce and content functionality, and internally Cargo HomeShop staff enjoy better workflow due to shifting more of the application, maintenance and management processes online.

Cargo HomeShop's eCommerce platform ensures maximised site performance, scalability and adaptability and the site delivers a rich, relevant customer experience with common business services across each customer touch point.

TESTIMONIAL

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PureNet's experience in delivering eCommerce solutions on time and on budget helped us decide they were the right partner for us. Not only does the ecommerce platform enhance the experience for our potential customers and improve site manageability, but the technology allows us to expand functionality helping to ensure good return on investment. In less than two years we've seen our online turnover increase from less than £1m to over £3m.

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