



Case study: Develop E-Commerce website to generate more revenue

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Requirements

Design and develop a website that would bring in extra revenue and grow the existing customer database, allowing existing customers to place their orders on line and reduce the amount of man hours required taking orders via phone and fax. Invoices are now automatically generated by site and accessible by customer. The site has a control panel that enables client to add, amend, view and delete all orders, customer, and products categories.

IT outsourcing with ARC IT

The development was done in-house and focused on a system that would be manageable by the client via a control panel. The client would have the ability to add, amend, view and delete all orders, customer, and products categories. Payment would be taken by the site with no interaction needed by the client. Site was built with SEO at code level as marketing of the site was to be done via Google organically and using AdWords.

Results

Business now has grown customer database by 40% in less than 6 year. Website gets more than 2000 unique visitors every month. The system also provides a customised experience and automatic audit trail for users. In addition, total sales data is available. This provides reporting capabilities such as total spend on individual lines, price trends and individual product sales performance.

ARC IT Solutions Ltd
Thornton House
Cemetery Road
Stoke-on-Trent
Staffordshire
ST4 2DL

T: 0844 779 1450
F: 0844 779 1460
www.arcitsolutions.co.uk