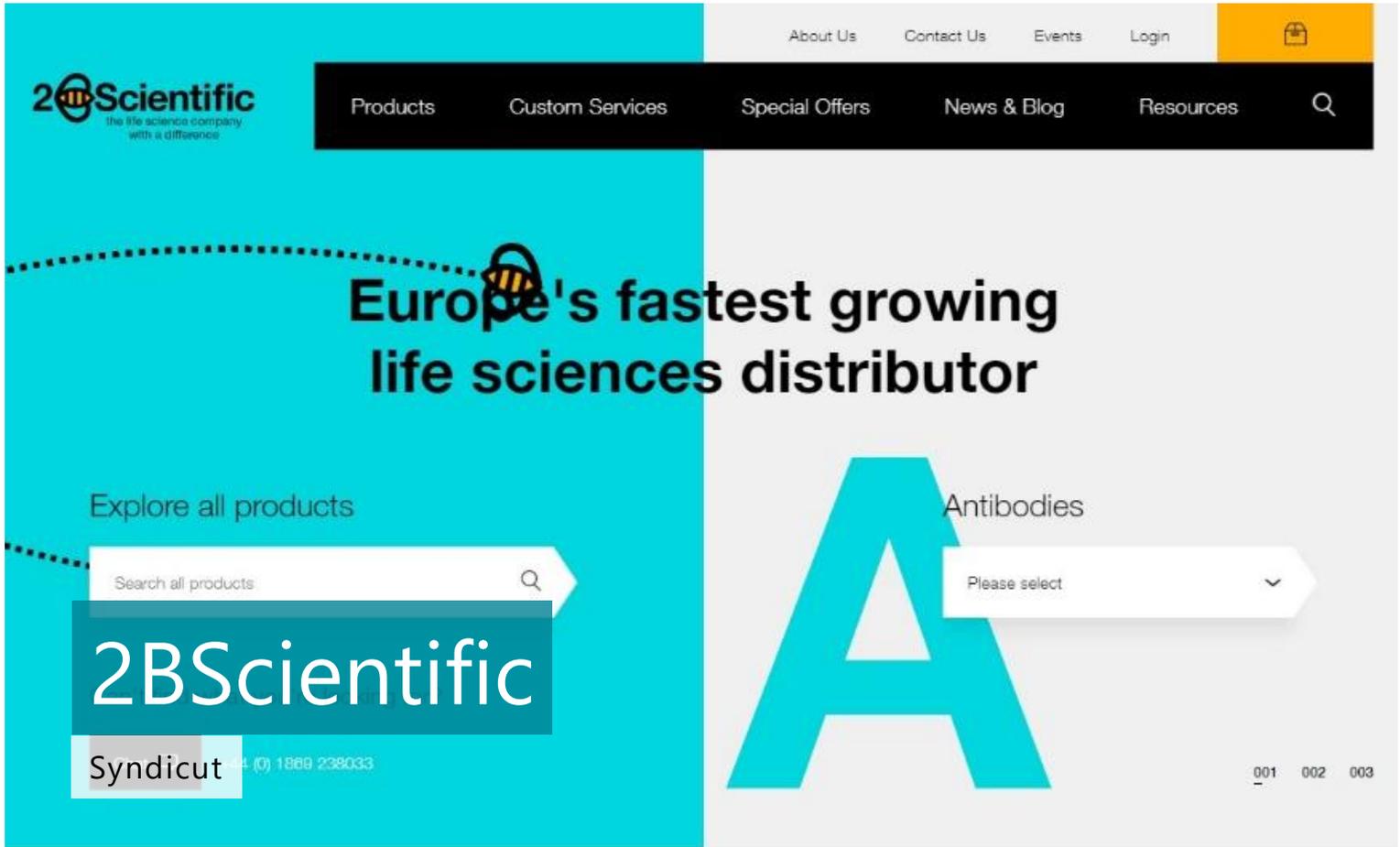




www.2bscientific.com



LIFE SCIENCE
E-COMMERCE

New visitors increased by

34%

Background

2BScientific required a rebrand and redesign of their website in a way that stands out amongst their competitors and modernises their design. The redesign placed emphasis on the fact that 2BScientific are different from their competitors, more friendly and approachable, with a personal touch.

A modernised brand, responsive and user-friendly front end and scalable, streamlined back-end functionality, would allow 2BScientific to provide top-quality service to their customers and portray themselves as a current, powerful force in their sector.

Goals

The goals for the site were primarily to reduce bounce rate, increase sales, increase website traffic, and increase the number of customer enquiries, as well as improve search and filter, overhaul website design and branding to be more visually appealing and up-to-date, and maintain focus on quick search. Other goals were as follows:

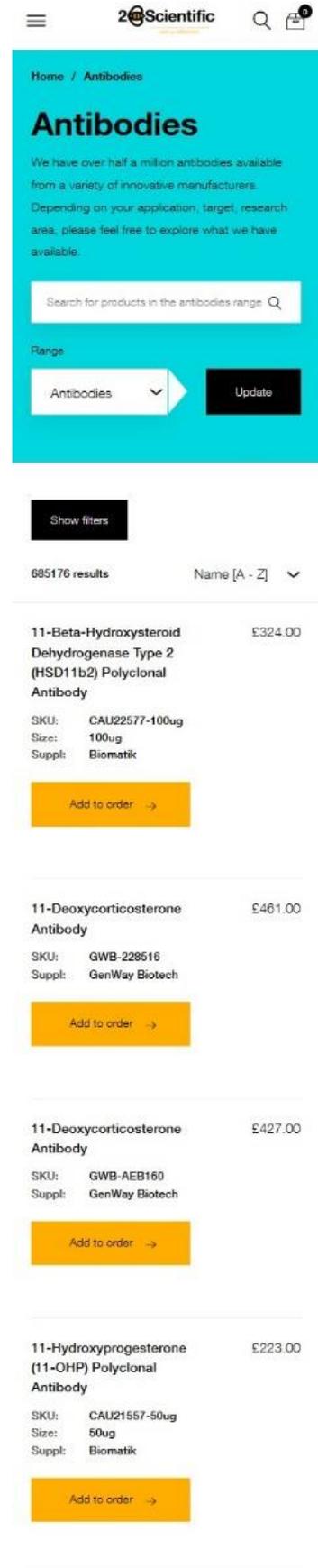
- time saved with improved data management
- emphasise customer service
- overhaul database architecture to be more easily editable, more compatible with supplier spreadsheets
- CRM integration
- product pages and search revamped to be clearer and more informative

Challenges

The technical challenges were to expand Kentico E-commerce's current offering by catering for the client's vast 1.5 million products. Each product contained around 40 facets of information that needed to not only be presented in an easy format but also to allow a customer to search this information with ease. Each product on the site required a custom price markup depending on the type of shipping and supplier.

There was also a need to create a bulk importing system from supplier Excel spreadsheets that created new or updated existing products on the site. Spreadsheets could contain around 100,000+ records of data, which needed to be assimilated into the correct data structures. In addition, to allow for flexibility to adapt to different spreadsheet formats, field mapping functionality was a requirement. Other challenges were as follows:

- two routes for allowing a customer to order: online payment and offline



invoice ordering

- product export to Excel spreadsheet to allow importing into client's internal systems
- mass deletion of products for a supplier to adapt quickly to changes in product availability and changes in legislation

Solution

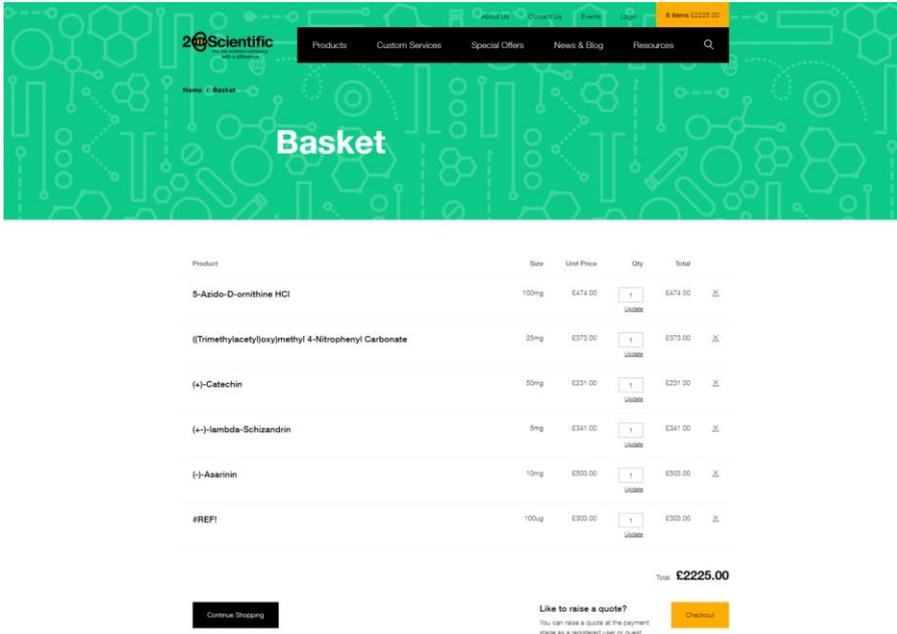
Even though many of the Kentico features were used out-of-the-box, additional customisations had to be made in order to allow the site to function with performance in mind. This is especially important where more than 1.5 million products are involved. Syndicut invested heavily in ensuring that the infrastructure to host such a site was not only up to the task but also flexible enough to adapt to site usage.

A custom extension was created to implement Microsoft's Azure Search so that when products were bulk imported or added manually through the CMS, the search index would mirror these changes accordingly.

Much of the core product information was housed within the Azure Search Index to allow quicker retrieval of information, compared to making calls to the database. A multi-faceted search filtering allowed a user to search across many different fields of data to return the products they were interested in.

The client works with many suppliers and needs to quickly adapt to price and product description changes. A custom "Product Import" module was developed with field mapping support to adapt to many varieties of different spreadsheets. The import carried out many data integrity and validation checks to ensure a product had the correct information prior to showing it on the site. This algorithm was fine-tuned throughout the development process to reduce manual intervention of inputting data. The import itself was run as a separate process outside the site to ensure the 100k+ product import did not affect site performance.

Adjustments were made to the Kentico platform within the Product administration interface to reduce database usage by creating new SQL indexes and adapting UI logic.



Results

Since launch, the site has been praised by customers for its ease of use and general look and feel. Product sales have increased considerably. The bounce rate across the whole site has also decreased by an average of 11%. New visitors to the site have increased by 34% and returning visitors have increased by 29%. The number of sessions on the site has increased by 11% with the overall session duration having increased by 31%.

Key Criteria for Choosing Kentico

The site was built in Kentico, which offered not only Content Management, E-commerce and Marketing functionality integrated into one platform, but worked with in-house systems to support the growth of the client's future aspirations. Additional necessary customisations to the platform could be made to support the client's specific organisational workflow.



Syndicut

We are a digital design agency based in Oxford specialising in brand, digital and social media. A team of graphic designers, digital developers, doers and strategists we draw on our experience and a tonne of research into the latest in digital, design trends, print and social to produce work that sets us apart from the crowd and earns us awards.

Our responsibility is to deliver beautiful design and develop faultless technology which show their value in their credible and measurable results. Developing an understanding of what our clients want to achieve is crucial in the development of our digital and print projects and playing with ideas and concepts to accomplish their goals is what we do best.

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