Case Study

Emergent Crown

www.emergent-crown.co.uk

QUBA

Industry
Manufacture

Partner
QUBA
Belgravia House,
115 Rockingham St.
Sheffield
S1 4EB
United Kingdom
http://www.quba.co.uk

Contact
Jon Eaton

Testimonial
"Emergent Crown wanted the option to incorporate online ordering and purchasing for their account customers as a Phase 2 option, so we proposed Kentico for this project as its out-of-the box E-commerce functionality is very comprehensive. Furthermore Kentico's flexibility allowed us to create an interface that really matched the client's design aspirations."

Matthew Williams
Managing Director
Quba

Background

Emergent Crown design and furnish beautiful office interiors. They needed a cutting edge site that backed up their design credentials and gave them a solid platform to build their business online going forward.

Goals

Emergent Crown had recently rebranded and needed a new web presence incorporating a CMS that was future-proofed and could accommodate their ambitious plans for growing the business online.

Challenges

The Emergent Crown project was different than traditional projects, as direct competitors include IKEA and Staples for office furniture, therefore SEO wasn't a consideration for Emergent Crown. At present, Emergent Crown only sell offline, but to a very loyal customer base in sectors including NHS, Police, and Higher Education. For this reason, Quba chose Kentico CMS due to its scalability should business requirements change.

Solution

Quba created a brochure-ware site that utilised Emergent Crown's brand assets and beautiful imagery. Kentico's built-in E-commerce platform meant that, should the Emergent Crown wish to open their website to corporate customers, they will be able to do so with ease.

Results

Since launch, Emergent Crown have seen an increase in sessions of 52%, an increase in users of 42%, and an increase in page views of 73%.

Key criteria for selecting Kentico

Quba chose Kentico CMS for the web platform as it is flexible and so could accommodate the aspirations of our design team. In addition, it features E-commerce and client account management features which were identified as important future requirements by Emergent Crown.