



Wiltshire Farm Foods

www.wiltshirefarmfoods.com

New 2016 Christmas Menu Available Now

Discover our festive favourites as well as some new Christmas dishes delivered straight to your door.

[Our Christmas Menu](#)



Delicious meals and desserts from just £2.95



Order online or over the telephone



Easy to pay by credit or debit card



FREE nationwide delivery by our friendly drivers

Wiltshire Farm Foods

MMT Digital



FOOD & BEVERAGE
E-COMMERCE, B2C

Background

Wiltshire Farm Foods has been cooking and delivering quality ready meals for more than 25 years and has a network of around 75 franchisees.

Goals

MMT Digital needed to transform the existing Wiltshire Farm Foods e-commerce website to make it more robust and capable of meeting the company's growth targets. This meant updating the design and UX to improve customer experience and better engage prospects to help drive revenue growth.

Challenges

The site audience is predominantly elderly so MMT Digital needed to ensure that the UX would serve the specific needs of these customers as well as the needs of its influencer audience who order for their friends and family. The website also needed to be responsive due to the increased use of mobile devices amongst the Wiltshire Farm Foods audience.

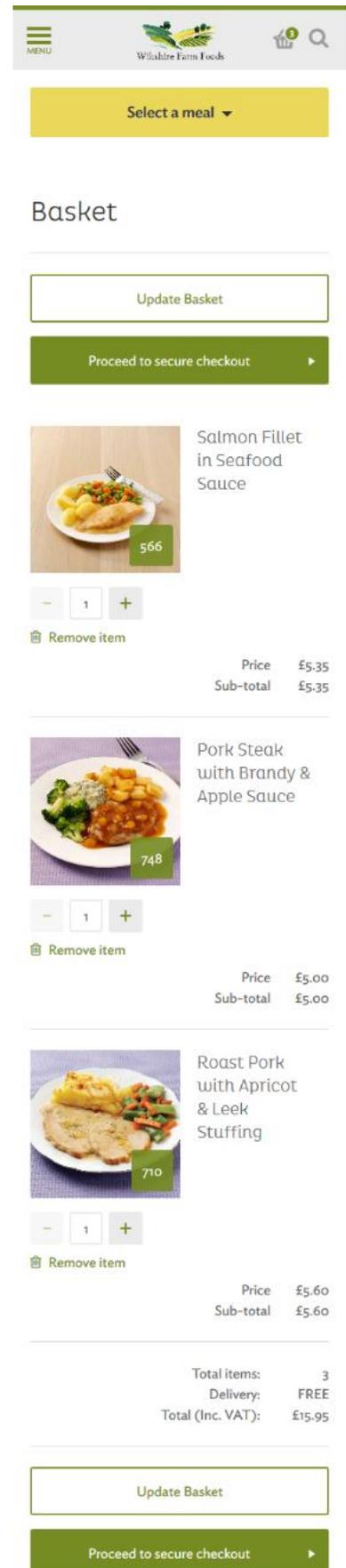
Wiltshire Farm Foods needed a scalable solution that would cope with the projected business growth. This meant that MMT Digital needed to move the site away from the legacy platform that it resided on whilst seamlessly transitioning the user information, business logic, and third-party integrations to ensure no disruption to the day-to-day running of the business.

Solution

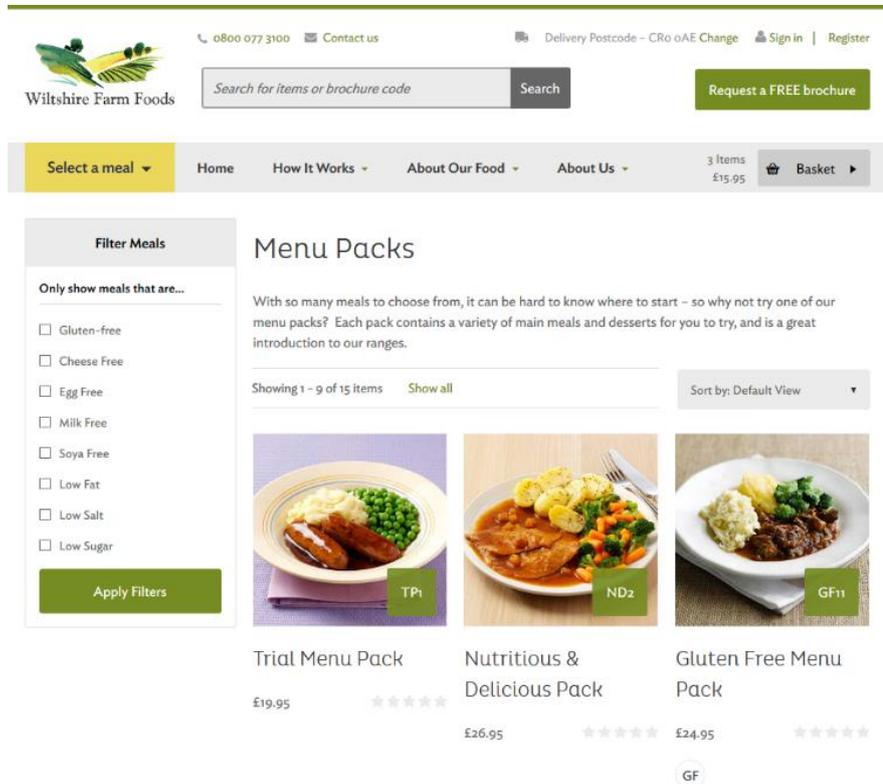
MMT Digital implemented a clean and concise design with a simple navigation to improve the experience across the site. To ensure that the site would be suitable for the customer base, a working prototype of the site was created which underwent extensive user testing. This user-centric approach meant that feedback could be channelled into the development process to deliver a site that satisfies its users.

Kentico's E-commerce features were used to create the checkout, which handles approximately 1000 transactions per day. The website is fully responsive, including the payment page—a significant improvement on the previous platform.

The website was integrated with several third parties, including VeriFone (payment provider), EWA (eCRM and site support), Tebizz (brochure fulfilment), Postcode Anywhere, Nav-2-Net, and more than 70 instances of Microsoft Dynamics, individual to franchises (a bi-directional integration, sharing information about customers, orders, products, payments, delivery calendars, and minimum order values). These integrations have streamlined



processes for customers and franchisees and helped Wiltshire Farm Foods move toward a single customer view.



Results

The new website is smooth and intuitive with a clear navigation, providing an excellent user experience across all devices. Site performance and speed have been improved and the new Kentico solution can now handle substantially higher volumes of traffic compared with the previous site, providing Wiltshire Farm Foods with the ability to scale effectively. One of the real challenges for this project was to deliver the new site with real-time integration plus “always on” functionality for more than 70 franchisee sites, each of which delivers personalised services and products to their local Wiltshire Farm Foods customers.

Key Criteria for Choosing Kentico

Kentico was selected on the basis of numerous factors—impressive functionality, security, flexibility, and an excellent user interface. In particular, the flexibility and ease of use of Kentico’s APIs as well as its Integration Bus were major factors in the decision to choose Kentico rather than other CMS products, due to the sheer volume and complexity of the integrations required. In addition, the E-commerce module was perfectly suited to a transactional site of this nature, and the powerful EMS features will help



drive customer engagement and allow the client to achieve its strategic growth targets.

MMT Digital

MMT Digital have been providing UX, web design and build services for nearly 20 years. In that time they have become the world's leading Kentico Gold Partner, creating Kentico solutions for organisations operating in a multitude of industry sectors.

MMT Digital have built over 150 Kentico websites and have 28 certified Kentico developers and 9 certified Marketers. They have 9+ years of working with Kentico and have the only Kentico MVP in the UK, this is the highest possible Kentico award for a developer.



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