

Case Study

Amaroo Pet

www.amaroopet.com.au



Industry

E-commerce, Pet supplier

Partner

Zeroseven

5/19 Musgrave Street

West End

QLD 4101 Australia

www.zeroseven.com.au

Elizabeth Gibbons

Business Development Manager

Background

Amaroo Pet is Australia's newest exciting online pet supply retailer. Offering a comprehensive range of products that can be delivered to the home, workplace, or picked up using a click and collect service.

Goals

With a digital storefront, the ultimate goal of the Amaroo Pet business is a state of the art online solution with a particular focus on the customer experience. The brief was, therefore, simply to provide an accessible website that could be navigated with ease. The finished product needed to showcase their product range, control inventory, facilitate online payments and provide a communication channel to the market.

Challenges

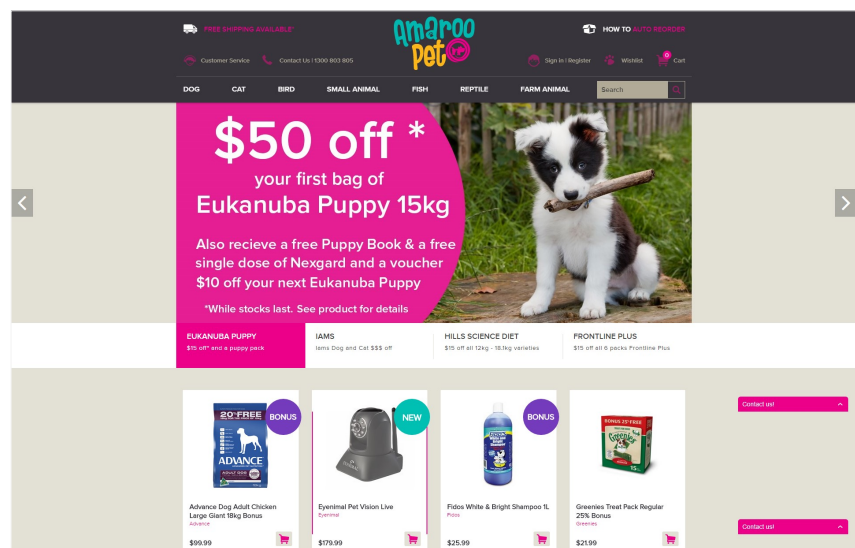
With a very specific client brief, the Zeroseven team rose to the challenge of custom stylizing and applying visual effects to meet the client's needs and expectations.

Design Challenges

- Very precise client requirements
- Stylizing and applying visual effects through CSS and JavaScript within Kentico's e-commerce controls

Build Challenges

- Customization was required so that the technical outline of the project accommodated pre-built functions within Kentico
- The payment gateway brief did not perfectly fit the Kentico system defaults



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“The team was able to utilize Kentico’s robust API (Application Programming Interface) and custom develop to suit what was required for the project.”

Kathleen

Application Developer
Zeroseven

Solution

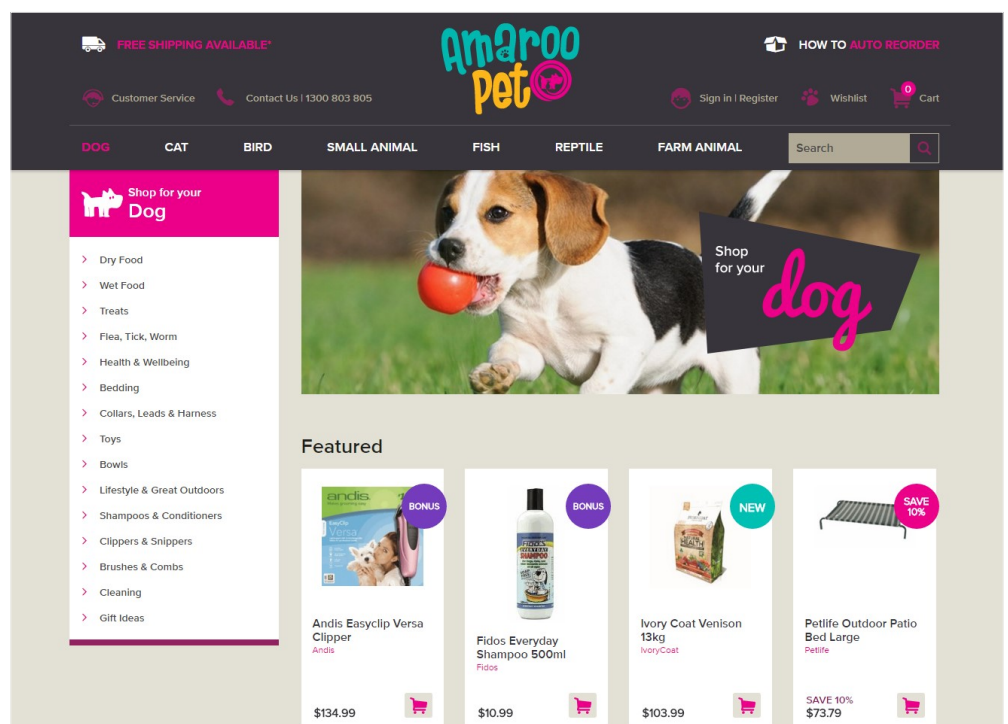
The Zeroseven team was able to achieve a better understanding of the tools and controls operating in Kentico and utilize them to achieve the clients brief. The team took full advantage of Kentico’s robust API, which allowed them to customize their approach and achieve particularly successful results in the areas of e-commerce functionality and payment gateway security.

Design Solutions

- Zeroseven was able to utilize the tools that were available to suit the client’s needs as closely as possible
- After looking closely at the e-commerce controls and gaining an understanding of exactly what markup was being output, and how it was all tying together, the team was able to modify their approach to styling these elements and succeed in matching the original designs

Build Solutions

- The team was able to utilize Kentico’s robust API (Application Programming Interface) and custom develop to suit the project’s requirements
- The payment gateway is now particularly secure



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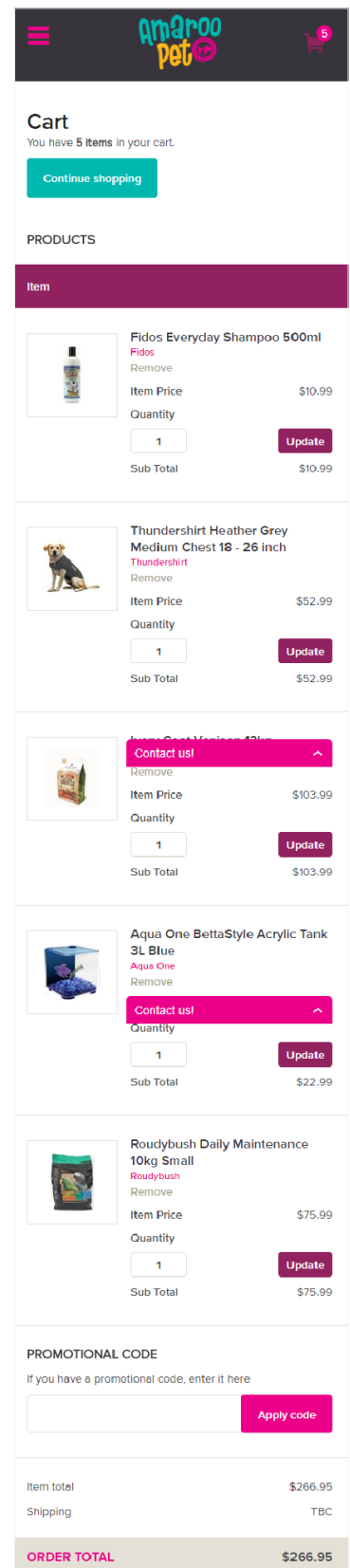
Results

- The average ticket size is over \$100
- The average order is 2.5 products
- An upward trend since launch
- 98.5% of buying customers register with the site
- Over 50% of registered users have returned within the first month
- Over 70% of site visitors progress beyond the homepage

Key criteria for selecting Kentico

Kentico is user- friendly, which is important for Amaroo Pet in particular because they need to be able to manage their website and control their inventory with ease.

- User-friendly
- Easily managed by the client
- Inventory control functionality
- All-inclusive platform
- Flexibility and personalization
- Marketing features



The screenshot shows the 'Cart' page of the Amaroo Pet website. The header includes the Amaroo Pet logo, a hamburger menu icon, and a shopping cart icon with a dollar sign. The main content area is titled 'Cart' and states 'You have 5 items in your cart.' Below this is a 'Continue shopping' button. The 'PRODUCTS' section lists five items in a table-like format:

Item	Item Price	Quantity	Sub Total
Fidos Everyday Shampoo 500ml <i>Fidos</i> Remove	\$10.99	1	\$10.99
Thundershirt Heather Grey Medium Chest 18 - 26 inch <i>Thundershirt</i> Remove	\$52.99	1	\$52.99
Amor's Best Medium Blue <i>Amor's Best</i> Remove	\$103.99	1	\$103.99
Aqua One BetaStyle Acrylic Tank 3L Blue <i>Aqua One</i> Remove	\$22.99	1	\$22.99
Roudybush Daily Maintenance 10kg Small <i>Roudybush</i> Remove	\$75.99	1	\$75.99

Below the products is a 'PROMOTIONAL CODE' section with a text input field and an 'Apply code' button. At the bottom, the 'Item total' is \$266.95, and the 'Shipping' is TBC. The 'ORDER TOTAL' is \$266.95.