

Crabtree & Evelyn

International, Omni-channel Ecommerce Case Study

Crabtree & Evelyn®
LONDON

A fresh start online for international, omni-channel retailer Crabtree & Evelyn using the **tradeit** ecommerce platform



Visit www.crabtree-evelyn.co.uk

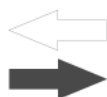
“Red Technology is a great company to work with and although projects like these can be a bit daunting we were very pleased with the process and outcome. The tradeit platform is a commercial and stable one, which will allow us to grow as a business. Red themselves are responsive & reactive to requests from the client, which is a point of difference from many platform providers.”

Head of Ecommerce EMEA, Crabtree & Evelyn

Project Highlights



Click & Collect from all UK stores.



Integration with AS/400 ERP system plus Klarna & Global-e for international payments, Adestra and Olapic.



Responsive web design across 4 different breakpoints.



In-store ordering and endless aisle capability via tablet devices.



Sophisticated promotions capabilities.



Dedicated and comprehensive store locator.



International sites for UK, France, Germany and Hong Kong.



Integrated MOTO/Call Centre application to process telephone orders.



tradeit
ecommerce platform

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Founded over 40 years ago by Cyrus Harvey, Crabtree & Evelyn has evolved from a small, family-run business specialising in fine soaps from around the world, to an international company with over 500 stores worldwide. Today the brand is renowned and respected for its original fragrances, fine foods and gorgeous gifts, all beautifully packaged to transform the ordinary rituals of daily life into extraordinary pleasurable experiences.

Leading UK ecommerce solutions provider, Red Technology was chosen by Crabtree & Evelyn as their new ecommerce technology partner in the UK, France, Germany and Hong Kong. Red used their ecommerce platform, **tradeit**, to deliver the new solution, providing them with a solid base from which to grow and drive sales. The refreshed and responsively designed version of Crabtree & Evelyn's ecommerce sites have been styled in line with the brand's look and feel, aiming to give a consistent experience for customers, regardless of channel. The latest version of Red Technology's **tradeit** ecommerce platform enables Crabtree & Evelyn to deliver a richer customer experience through enhanced product information, images and product recommendations, as well as tailoring promotions and content to meet the needs of specific customers.

A powerful ecommerce platform from which to promote, merchandise & personalise

One of the most significant additions to Crabtree & Evelyn's site is the advertising system within the ecommerce platform, enabling them to take a more targeted and personalised approach, tailoring content and promotions to individual customers. Driven by the flexible attribute system, the site's faceted navigation and search connects customers with what they're looking for quickly and effectively.

End-to-end ecommerce solution

The solution delivered by Red Technology includes a number of seamless integrations of data and systems, including two way integrations with Crabtree & Evelyn's bespoke stock management system based on AS/400, Global-e for international payments in local currencies & shipping, Adestra for email marketing, Klarna for 'Bill me later' payments in Germany, Olapic for user generated content uploads and a WordPress blog.

"Working with Red Technology has given us a stable and commercial sales channel which our customers and ourselves appreciate as this will generate more customer sales and ultimately increase our bottom line. We are able to start thinking more long term, safe in the knowledge that our website will be able to grow with us."

Head of Ecommerce EMEA, Crabtree & Evelyn

About Red

Red Technology is a leading ecommerce solutions provider. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, **tradeit**. The **tradeit** ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

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