

CASE STUDY

Customer: Biocare
www.biocare.co.uk

COMPANY PROFILE:

BIOCARE OFFERS A SIMPLE WAY TO BUY HIGH QUALITY NUTRITIONAL SUPPLEMENTS. SELLING TO BOTH TRADE CUSTOMERS AND THE END CONSUMER. ITS SALES CHANNELS ARE TELEMARKETING AND THE WEBSITE.

BUSINESS CHALLENGES:

THE PROBLEM WAS THAT THE COMPLEX PROMOTIONS, VOUCHERS, AND LOYALTY SYSTEM WERE NOT FUNCTIONING TO THEIR FULL POTENTIAL. THERE WAS ALSO THE REQUIREMENT TO RUN MULTIPLE WEBSITES, ALONG WITH TIGHT TIMESCALES AND DEADLINES.

SOLUTIONS:

- INTEGRATED SOLUTION WITH MICROSOFT DYNAMICS NAV
- MANOR QUARRY WHITE LABELLING SYSTEM
- CONTENT MANAGEMENT SYSTEM
- INTEGRATION WITH BARCLAYCARD CARD PROCESSING AND INTERNET AUTHENTICATION

Biocare was already implementing Microsoft Dynamics NAV for their backend financial system and they needed an integrated website to keep up with the growth of the company. They were seeking a solution that included Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) to help give the company the boost and exposure they needed.

Manor Quarry offered more than just a web shop. They gave advice on strategy, marketing, customer acquisition, retention and tracking. Then using the latest Microsoft technology of ASP.net and SQL Server, Manor Quarry implemented a solution that is totally integrated to Biocare's Microsoft Dynamics backend. This gives instantaneous flexibility to change the web shop layout and menu structure together with product information and offerings. The web site was designed by an external company but this lacked many of the images required so Manor Quarry's internal designers had to prepare these.

Using the Manor Quarry 'White Labelling System', Biocare have control of all their websites from one code source. B2B and B2C orders can be placed simultaneously on the same website. The system also offers the additional protection of internet authentication when processing credit cards so that liability for payment moves from Biocare to the credit card issuer.

A Content Management System allows non-technical marketing staff to keep the web content current without the need for any web programming. The system gives better customer service as customers are able to see their sales history, inclusive of sales that were not made through the website and easily reorder from any previous orders.

