

CREOTEC



Challenge

BabyBlooms had established a successful business in the newborn gifts market, selling baby bouquets created from specially designed garments. From its inception, BabyBloom's primary sales channel has been through its website. Back in 2006 BabyBlooms was experiencing difficulties with its original e-commerce store. Regularly crashing and losing business as a consequence, the technology platform had major flaws and was not able to support this fast-growing business. The challenge for BabyBlooms was to quickly put in place a new on-line store that would be robust, scaleable and easy to manage.

Solution

BabyBlooms approached Creotec with a view to creating such an on-line store. We quickly established that BabyBlooms had a real opportunity to simplify the way it was working by developing an e-commerce store able to support and manage all aspects of BabyBlooms' business. We created an easy-to-use back office that allowed the client to manage inventory, sales, accounts as well as on-line marketing campaigns, including the creation of various types of 'Amazon-style' promotions (e.g. buy 1-get-1 free, coupons, discounts etc.). The system was also built to manage telephone and mail catalogue sales, allowing orders to be input directly over the phone. More recently, BabyBlooms has started selling on the high street. The flexibility of the system has enabled 3rd party integration with retailers - such as John Lewis - through EDI.

Positive Change

BabyBlooms has blossomed in the last two years. Monthly sales have increased dramatically, and the company has recently established a sister site in the US, managed off the same technology platform. In two years the website has attracted over 250,000 unique visitors, and this is now increasing at a faster rate as the programme of 'link building' through blogs and forums, drives traffic and improves BabyBlooms search engine rankings.

