



Aldridge Security Gain Record Sales Online

Challenge

Multi-channel experts, Maginus, were selected to develop and deliver an eCommerce platform that would seamlessly integrate into the existing back office system and also use current best practice to establish and reshape the online customer journey for Aldridge Security's customers.

Summary

Aldridge Security, a specialist wholesaler and distributor of security merchandise, felt that an improved online presence was vital to further increase revenue, improve customer service and to stay ahead of their competitors.

Aldridge Security has seen record online sales following the implementation of the eCommerce solution from Maginus, which has also resulted in more customers than ever registering to use the online ordering system.

Company Profile

Aldridge is the largest trade only security wholesaler in the UK & Ireland and has over 65 years of experience in the industry. With over 18,000 different products in stock including 260 brands available from their London and Manchester branches, the Aldridge portfolio includes Access Control, Ironmongery, Hardware, Key Cutting, Locking Products, Locksmithing Tools & Accessories and Multipoint Locking (UPVC) products. The extensive range of products available through Aldridge is ideally suited to organisations such as Retail and Mobile Locksmiths, Architectural Ironmongers, Builders Merchants, DIY Shops, Access Control Installers, UPVC Specialists and Safe Engineers.

Quick Facts

www.aldridgesecurity.co.uk

Industry

Security Wholesaler

Customer Profile

Multichannel B2B

Maginus Solution

eCommerce & CMS

Customer Benefits

- Improved customer service levels.
- Increased revenue online.
- Improved customer's online journey.
- Acquired new B2B customers online.

Maginus

Scope of the Project

Before they started the project, Aldridge commissioned some research to find out what customers wanted and how they felt about the current offering. Bryn Thomas, eCommerce Manager at Aldridge Security said, "The results from the research project were clear. We needed to improve our customer journey online and we needed a partner that understood our business objectives and our audience, as well as someone who could easily translate this into an eCommerce site that would drive sales and improve customer service. We also required an industry expert that would help us develop the eCommerce operations going forward providing us with best practice. Maginus ticked all the boxes."

Meeting the Challenges

The Aldridge business model is complex, with over 8000 customers, 18000 products in stock for next day delivery and a tiered customer specific pricing model. It was important therefore that the new site was tightly integrated to the back office solution so that accurate details about products, stock availability and customer specific pricing were available when customers logged into the website. Thomas continued,

"Maginus are experts in the field of B2B eCommerce which meant that they showed real understanding of our business and offered sound proactive advice that has significantly improved our customer's online journey."

Maginus offered a one-stop-shop, delivering an excellent design capability in addition to building and hosting the new site. Thomas continued, "We gave the designers at Maginus our brand guidelines and assets and they delivered a design that applies industry best practice, a much improved customer journey and delivered it with real flair".

Mark Thornton, Marketing Director at Maginus commented, "B2B eCommerce is in many ways more complex than B2C eCommerce and needs to be designed and implemented by people who really understand the market.

We are delighted with the success of the new site at Aldridge and we look forward to making sure Aldridge Security remain at the cutting edge of the security industry."

"Maginus are experts in the field of B2B eCommerce which meant that they showed real understanding of our business and offered sound proactive advice that has significantly improved our customer's online journey."

Bryn Thomas, Aldridge Security

Improvements to the customer journey included features such as guided navigation, improved search, and control of promotions and merchandising. This means that it's easier for customers to find the products they're looking for, easier to check the customer specific prices and easier to check stock availability. Thomas continued, "As a result of these improvements we are seeing a significant increase in the number of our customers registering to use the site."

Aldridge was very happy with the level of support and expertise that Maginus provided through each element of the project, from design and delivery through to project management. Thomas further commented, "The designers, project managers and development staff at Maginus were all very knowledgeable, professional and really took the project forward."

Results & Vision

Since the new site has been launched, Aldridge has seen the value of online sales increase by 15.7 percent year on year, in addition to a 34.5 percent increase in the number of orders placed online. Thomas concluded with thoughts about the future, "Based on the service that Maginus have provided so far, we are planning new activities that will further enhance the capabilities of the website, as well providing customers with better access to their accounts, including orders, invoices, payments and statements; A step that will put us ahead of our competitors, but more importantly, continue providing our existing customers with a high quality level of service."