

Case Study

Creating a smoother user experience to boost worldwide salon sales

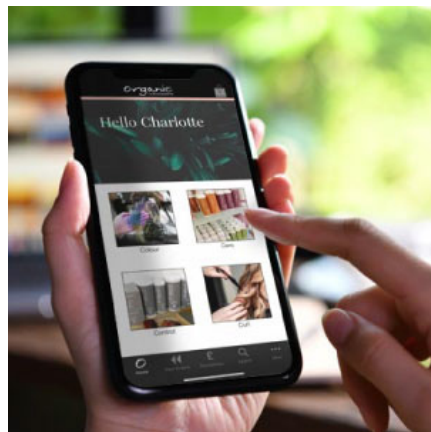


PROJECT:

Global Ecommerce App for iOS, Android & Windows

At a glance:

- **Client:** Organic Colour Systems Ltd
- **Sector:** Organic and natural hair colour systems for hair salons and professional stylists
- **Service Delivered:**
UX research, UI design, ecommerce mobile app development, multiple payment integration, data management system, and dynamic reporting
- **Location:** Hampshire, UK
- **Project Timescale:** 6 months



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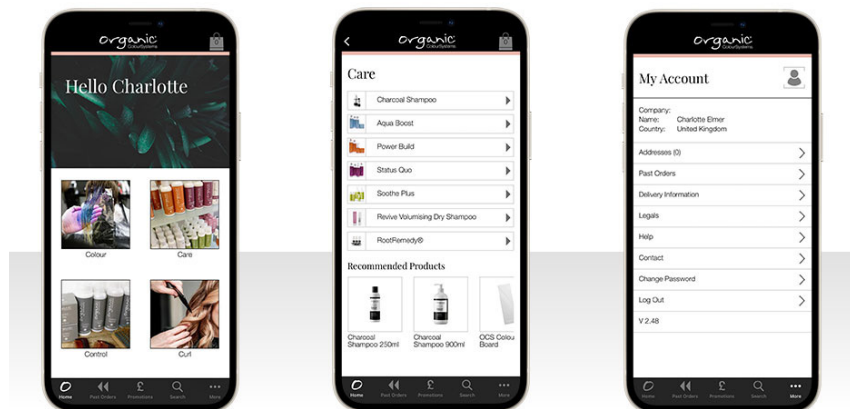
In brief...

Ethical and cruelty-free salon professional brand, Organic Colour Systems www.organiccoloursystems.com, includes a range of healthy and natural hair products that are sold by Herb UK, to salons and hair stylists around the world.

Almost 98% of sales are via online purchases. Multiple websites were handling transactions in different countries and currencies. The off-the-shelf ecommerce buying sites were outdated, causing frustration for customers and limiting the team's global sales potential.

Organic Colour Systems' customer base comprises hair stylists and salon teams whose work is hands-on and on the go. They are not regularly near a computer and often have to do things on the hop when there is time between clients. The existing websites offered limited mobile functionality and were proving difficult for customers to search, find and order the right products. It was also restrictive for the Organic Colour Systems' sales teams as there was little opportunity to engage with customers.

The system was also complex when trying to offer discounts, deals or product bundles and it offered no simple way for capturing customer data or reporting on sales patterns or trends.



A solution with client satisfaction in mind

After an initial briefing, CodeHub 200 decided on a mobile ecommerce app with an integrated cloud management system and dynamic reporting, making it easier for salon owners to order products to be delivered anywhere in the world via a mobile device. This approach delivered a bespoke, yet simple to use, digital solution that put the customer experience at the heart of its design and functionality.

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Healthy Outcomes

- A stylish, easy to use cross platform app with fully integrated purchase and stock management system
- Improved customer experience
- Increased customer communication and engagement
- Simplification of ordering process – Now able to manage all countries through one solution
- Removed the need for individual management of 5 different websites
- Intuitive data capture for detailed customer insight and product analytics to support business development and growth
- Bespoke sales and management data and reporting
- Increased in order frequency from monthly to daily sales
- Expanded global upsell and cross sell opportunities
- Ability to be nimbler and offer deals bespoke to each customer in terms of pricing, discounts

Chris Coomber, Director, 4fx Design & Multimedia Ltd

"We've designed and built an ecommerce app supported by an online, cloud-based data management system that gives Organic Colour Systems and its salon customers a slicker, quicker, better all-round experience. It is now much easier for people to order products with the introduction of dynamic searching of products and categories.

"The real time dashboard offers management information with customised date selection, showing product sales, country sales, sales conversions, top performing products, running totals, order value, virtual basket conversions. It gives a good snapshot of sales and popular products."

Ian Bishop, Salon Sales Director, Herb UK

"As a business we had different processes for each country, the app and the management system has helped simplify processes, create efficiencies, streamline our customer communications. We've been able to breakdown barriers to purchase and remove obstacles from the customer experience. By helping us help our customers to innovate and be more successful is the essence of our customer success values – everyone is healthier all round."

"We like working with CodeHub 200 as they are upfront, you know what you are getting, they are transparent and will talk you through all the options. You can have a conversation, come up with ideas. They have been very flexible and will be up front about what options will cost."

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Read the full case study on our dedicated development divisions website: www.codehub200.com

Contact us at getintouch@4fx.co.uk or call 01908 375200 to find out how we can support you.

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