CASE STUDY/

Murdoch's Ranch & Home Supply

murdochs.com

SERVICES

ECOMMERCE | WEB DEVELOPMENT | INTEGRATION | STRATEGY

CHALLENGE

The ranch and home supply store wanted to establish an eCommerce channel and required a site that was easy to update and manage, provided multiple merchandising opportunities and scaled well.

SOLUTION

Guidance delivered a customized EPiServer Commerce solution that offers numerous promotional opportunities: in the mega-menu, on each category and sub-category pages, and the product detail page.

The feature-rich PDP includes product details, features, and tabbed navigation for specs, ratings and reviews. It is integrated with Facebook, Twitter, and Pinterest to encourage viral marketing of the item, and it also contains a "Find In Store" functionality that lists available inventory of the product at the listed location.

The site also features live chat, a store locator, newsletter and promotional email sign-up, and downloadable coupons.
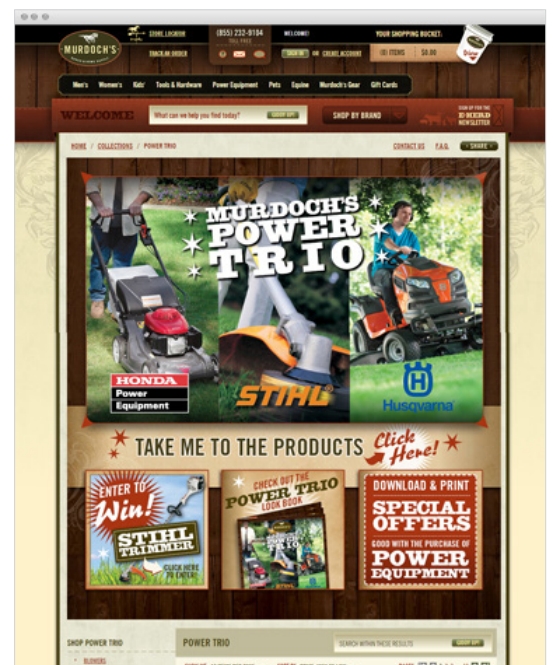
Guidance integrated EPiServer Commerce with SOLR (Search), Scene7 (Image Hosting), GiftTango (Gift Cards), FirstData (Payment Gateway), UPS (Shipping), and ADP Taxware (Tax Calculation).

INNOVATION

• Without the need for IT, non-technical users can easily create new product attributes for display on the product detail page. These attributes are searchable and can be used as filters in the faceted navigation.

• Users can purchase traditional and electronic gift cards and have them sent to friends and family. Recipients can check the balance of their gift cards online.

• Through "My Account", users are able to self-edit and update their profile at any time, check the status of orders, view past orders, and store alternate addresses (for shipping to multiple family members and friends).

Home Page

Category Page