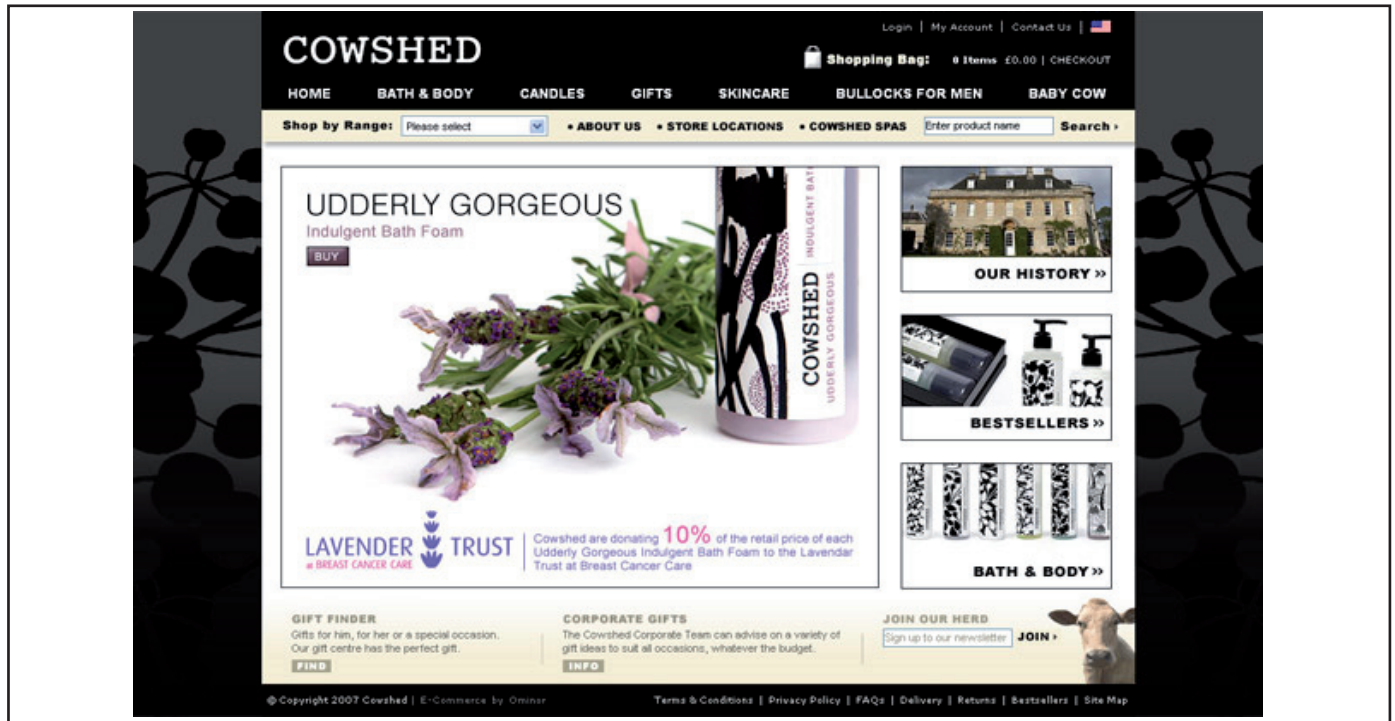


Case Study

COWSHED





COWSHED E-COMMERCE SHOP

▶ launch E-Commerce Site: www.cowshedonline.com

Client

Cowshed is a pioneering range of truly therapeutic, lifestyle bath and body products handmade with natural ingredients.

Their addictively indulgent formulas were originally created for the Cowshed spa at Babington House, Somerset, the rural outpost of London's Soho House, a private members' club. This range of botanical products are blended locally using the highest quality essential oils from around the world and an infusion of herbs hand picked from the House's Victorian walled garden, which gives them a signature fragrance that is unique to Cowshed.

Objective

With a great heritage and story regarding their product origins and an extremely loyal existing base of clients the Soho House Group wanted to grow and evolve the Cowshed range of products and SPA locations into a market leading brand.

Cowshed required a close working relationship with an E-Commerce partner that understood their brand values and language and were able to make the transition as a collaborative team into a higher volume online retailer without losing the essence of the brand.

Solution

Using our proven E-Commerce delivery model, the Ominor Methodology, our initial immersion sessions and pre-creative meetings including brand workshops gave further exposure to the project team on a brand we were already passionate about.

By providing a reliable, flexible and scalable E-Commerce Framework implementation complete with a stock management, mail order and fulfillment system we were able to provide Cowshed with a cost effective solution with fast time to market in order to capitalise on the 2007 Christmas period.

A further extension to the E-Commerce Framework back office system allows Cowshed to offer their customer base Gift Vouchers in a true multi-channel configuration with purchase available via the web site or in any of their SPA outlets and redemption both on and offline.

A US Site version of their site will be launched before the end of the year supporting their growth and international expansion strategy.

Testimonial

“ Choosing the right partner was vital for Cowshed to support the company in both the building of a new high end E-Commerce site and also to help grow the business aggressively over the next 3 years. Ominor impressed from the start. They provided advice on every aspect of the business from packaging to stock management to customer acquisition and conversion.

Their E-Commerce Framework is backed up by a first class consultancy, creative and project team which has made the launch of our site possible in a short timeframe within a period of enormous activity across the business ”

Claire Wilson, E-Commerce Manager, Cowshed

Services

- E-Commerce Framework
- E-Commerce Design
- Systems Integration
- Usability Testing
- Search Engine Optimisation
- Customer Analytics
- Hosting
- Business Support

Special Features

- Promotions
- Cross & up selling
- Gift Wrap & Message
- Gift Vouchers with Multi-channel redemption
- SPA Microsite

Systems integration



Payment Service Provider

Integration interfaces supported

- Payment authorisation
- Payment settlement
- Payment refunds

PostcodeAnywhere

Address lookup and profiling

Integration interfaces supported

- UK Address Lookup
- Lifestyle profiling
- Geo-coding
- Store locator
- International Address Lookup