

customer success story: tie-rack

Scalable Multi Channel Ecommerce

The Problem

"Without this channel for sales and with decreasing traffic in high street retail locations, a major change was needed and fast"



Tie Rack is a highly recognised and long established seller of apparel and accessories. While most famous for exploiting the travel niche of retail stores located in Airports and Travel hubs worldwide, Tie Rack maintains a solid presence on high streets. Despite bold beginnings Tie Rack were very much left behind by their competition in the online arena. Without even a brochure website Tie Rack were lacking a major area of exposure and marketing possibilities. Without this channel for sales and with decreasing traffic in high street retail locations, a major change was needed and fast.

Ironically the basis of Tie Rack's business, with classic product lines alongside the rapidly changing fashion

products has its ideal outlet in a flexible website. While this meant that Tie Rack could be very confident in the return the company would see from an investment in an up to date eCommerce solution, the number of eCommerce Companies specialising in scalable ecommerce systems that are simple to use by a company not used to content management systems are very few. Even fewer are those companies willing to take on an external integration to Tie Rack's data management company. Of those few Advansys were selected to create Tie Rack's first eCommerce website and bring the company to a point that exceeds the capabilities of their competitors.

The Solution

Part of the Attraction of the Advansys eCommerce solution, for Tie Rack, is the fact that we are very experienced in bespoke development work that means we would have no problem with the integration of the external API to allow the CMS to read in product images and pricing information. Something that was not present in the original data store was verbose product descriptions; as a purely retail company Tie Rack had not had to create this text prior to commissioning the website. It was agreed that Advansys, with our team of Search Engine Optimisation specialists, would create around 1000 product descriptions that were not just describing the products in concise detail but also using credible search terms to ensure that even through natural listings the site would convert well.

Tie Rack's products are very clearly defined by their categories and properties, a feature that allowed Advansys to create a very complete list of search refinements allowing shoppers to quickly narrow down their product search to a more manageable number of choices. Implementation of such search filters must be done carefully to ensure that they do not jar a good web design or detract from the look and feel of the online store.

Advansys' design for Tie Rack was kept very fresh and clean, using neutral colours with an express intention to allow Tie Rack to alter the complete background of the site in response to new product lines, changing seasons or to celebrate particular events. In these circumstances a neutral theme ensures all backgrounds will work well with no clashes.

www.advansys.com



The Results

Within a few hours of Tie Rack's new website going live and prior to any form of marketing efforts going ahead the site had received a good number of orders, testament indeed to the Search Engine friendliness of the site. Advansys are also taking care of the ongoing SEO for the Tie-Rack site, building on results that are already well onto the first page of Google. With a fantastic start like this, and with an eCommerce solution designed to be scalable, the possibilities are truly limitless.

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