

Do London

Consulting and Digital Marketing Services

CASE STUDY

Learn how our team provided a one-stop solution for Everest Stone Ltd's business setup and management needs. Our comprehensive solution included business development, web development, and full management of sales and customer relations, resulting in a successful business setup and streamlined workflow.

Everest Stone

A One-Stop Solution for Business Setup and Management

OBJECTIVES:

1. To demonstrate how our one-stop consulting and management services helped Everest Stone Ltd start and manage their business more efficiently.
2. To highlight the customized features and solutions we developed to enhance the customer experience and improve sales.
3. To showcase how our full management of sales and customer relations helped Everest Stone Ltd save time and money.
4. To illustrate the positive impact our solution had on Everest Stone Ltd's business, including increased visibility, customer satisfaction, and sales

Introduction

Our team was approached by Everest Stone Ltd, a London-based company worth 1 million that imports quartz slabs from China and Turkey, with the objective of developing a comprehensive solution to start and manage their business. Everest had no previous experience in ecommerce, sales management, or website development, and they required a one-stop consulting and management service that would include business startup, business development, and web development. They wanted a system that would simplify the administrative tasks of their team and enhance the overall customer experience.

The Solution

Our team provided a comprehensive solution to Everest Stone Ltd. We created a customized ecommerce website that allowed customers to view and purchase quartz slabs. The website included a unique system that allowed customers to reserve slabs and check out without making direct payments. The website also incorporated several features to enhance the customer experience.

The "store locator" feature enabled customers to search and find a local Everest Stone supplier partner, increasing the visibility of the company's brand and providing customers with greater convenience. The "sample request" feature enabled customers to request samples online from a list of available stone colors, increasing the likelihood of repeat business.

As part of our service, we provided full management of sales and customer relationships for more than 6 months. This included updating accounts on Quickbooks, handling all necessary duties to run the business smoothly, and managing all customer interactions from purchasing to delivery of slabs.

We also developed a customized online portal for the client's administrative team, which helped to streamline their workflow and save time and money by reducing the number of customer service employees needed. The portal allowed the team to manage orders, print delivery notes, and set up automatic delivery note receipts in PDF format to the admin email whenever a customer submitted an order.

Development & Testing Phase

During the development phase, we worked closely with Everest Stone Ltd to create a website that met their requirements. We developed a design that reflected the company's brand and values. Our team used agile development methodologies to ensure that the website was developed efficiently and effectively. After completing the development phase, we conducted thorough testing to ensure that the website was functional and user-friendly. We tested the website for compatibility with various browsers and devices, and we conducted user acceptance testing to ensure that the website met Everest Stone Ltd's requirements.

The Results

The end result was a fully functional ecommerce website with a unique system that simplified the purchasing process for customers and administrative tasks for the client's team. The project also included full management of sales and customer relationships, from purchase to delivery, and the development of several customized features that enhanced the customer experience.

Everest Stone Ltd was highly satisfied with the final product, and we continue to provide ongoing support and maintenance for the website. The website has been successful in attracting new customers, and the customized features have enhanced the overall customer experience. The business is now worth 1 million, and our one-stop solution has played a significant role in achieving this success.