

omnifurnishing

TalkTalk
Business

Omni Furnishing

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Lewis Donaldson, Website Administrator

websites.talktalkbusiness.co.uk

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The challenge

Meeting future requirements Increasing efficiency

Omni Furnishing needed a website which would perform the dual purposes of attracting customers to its high street stores and acting as an online sales portal. The site therefore needed full ecommerce capability, as well as effectively marketing the Omni brand to existing and potential customers. The final requirement was for the site to be easily updatable with new products and company news.

The solution

Online Builder

TalkTalk Business' e-commerce package provided Omni Furnishing with a professional level, smart-phoned enabled ecommerce website. The build, which took around eight weeks to complete, progressed at a pace to suit the client and at Omni Furnishing's request, TalkTalk Business was able to incorporate extra functionality on the site.

The benefits

**A fully functional
e-commerce website**

**An online showroom for
their portfolio**

**An effective marketing tool,
advertising the company's
three stores**

**A source for essential
marketing data via
Google Analytics.**

The challenge

Edinburgh-based Omni Furnishings is one of Scotland's leading specialists in solid wood, cane and leather furniture, with three showrooms across the city.

A family business, it prides itself on both customer service and product quality, and was keen to harness the potential of internet shopping to enhance its business.

Website administrator, Lewis Donaldson, explained: "We have been in business since 1979, and although we had a marketing website we were unable to trade online. With more and more people buying online, we were keen to capitalise on the additional revenue stream which ecommerce represented, but equally we also wanted a site which would entice people to visit our high street stores. Practicality was also an important consideration – the site needed to be easily manageable by a relatively small team.

"As well as the actual website build, we also felt we could do with some guidance around the legalities of trading online – for example what terms and conditions we would need to display, what our privacy policy should cover and what delivery and returns information we would need to display."

The solution

Omni Furnishing selected TalkTalk Business' feature rich ecommerce package which delivers a well resourced, robust and resilient site, at a competitive price. Once Omni was comfortable the package would meet its needs, the first step was for Lewis to discuss the company's exact requirements with TalkTalk Business web designer, Iona Sangster.

Lewis commented: "Iona asked us a series of questions which enabled us to really focus on what we wanted – things like what competitor sites we liked and which sites we didn't, along with information about our current brand."

Once Omni Furnishing had outlined the site that was required, TalkTalk Business produced a mock up of the site, which was discussed internally by key stakeholders at Omni Furnishing. Lewis continued: "We were really impressed by the mocked up site, but we wanted a little extra functionality which isn't usually included in the ecommerce package. We discussed our requirements with Iona, and we were really impressed with the flexibility that TalkTalk Business showed and as a result we are now able to control more of the site content ourselves."

Instead of using TalkTalk Business' copywriting service, Omni Furnishing chose to incorporate text from its old website, something which TalkTalk Business was more than happy to do. With the content and design finalised, TalkTalk Business went about building the website incorporating a variety of payment gateways as well as social media features and Google Analytics.

With the site built, Lewis then received training, ensuring he was fully equipped to update the website with new products and company news as well as ensuring he got maximum usage from Google Analytics.

"We now have a healthy revenue from our online presence and from a marketing point of view we have also been able to really up our game on the social media front, linking our website with Facebook and Twitter."

Lewis Donaldson,
Website Administrator

The benefits

In around eight weeks, Omni Furnishings had a fully functional online store which also effectively marketed the company's three high street stores. Lewis commented: "As this was our first ecommerce site, it was a big step for us as a business. In fact we were surprised at how smoothly the build process was - as well as the physical build, the advice we received about the legal ins and outs of what had to be included on the site saved us a lot of time and hassle.

"We now have a healthy revenue from our online presence and from a marketing point of view we have also been able to really up our game on the social media front, linking our website with Facebook and Twitter.

"The Google Analytics Tools are also really useful – as well as letting us know which websites people arrive from, it also gives us a geographical breakdown which comes in very useful when planning our high street operations.

"The fact we are fully in control of our own site has made a big difference. It means we aren't dependent on a web developer and their workload to update our site, instead we can do it ourselves and at no added cost. We have control of a whole range of content, not just our latest products, but the images on the homepage and our news function too."