

# InterSell™ Case Study

The logo for Aspin Interactive, consisting of the word "aspin" in white lowercase letters on a blue square background.

Veloce Publishing – [www.veloce.co.uk](http://www.veloce.co.uk)

## Requirements

- Total re-design of website structure
- New look interface
- First venture for the company into e-commerce
- E-commerce website must compliment existing sales channel
- Deploy a web-based system that enables staff to quickly process orders and handle customer enquiries.
- Create new products on the website
- Handle multiple currencies
- Provide online self service account creation and management for customers
- Include content rich product previews of publications
- Product promotion facility

## Challenges to the e-commerce website development team

- Allow for the creation of new products with a wide range of parameters.
- Allow for the management of customer orders in a secure web based environment.
- Staff need to be able to manage product, customer, and order data on a variety of operating systems.
- Website must not look like a typical e-commerce website.

The Veloce website contains a number of e-commerce features that aim to achieve this. Firstly, each customer is allocated an individual account before they can buy items from the site. This then enables them to save and track their orders. It also allows Veloce to administer these orders through the web, providing them with detailed customer, transaction and stock information.

Another a key consideration in designing the site was that customers could make transactions without worrying about fraud. As such, all transactions carried out through the site have Thawte Secure Certification, a feature which is offered as standard by Aspin Interactive.

The site has an easy to use browser interface allowing users to access an array of catalogue specific information, which is available in the form of acrobat files and thumbnail pictures. This is complimented by the company's newsletter which customers can sign up to on-site, this provides information about forthcoming publications and special offers.

Special attention has also been taken to ensure that the 'look and feel' of the site is not only evocative of Veloce's brand image but also appeals to wide customer base. From Veloce's point of view e-commerce has not only allowed them to foster an online community but has also given their customers a secure environment in which to access and purchase specialist information and publications.

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The founders of the company, Rod Grainger and Judith Brooks, together have over fifty years' experience in the book publishing industry and have seen a noticeable change in the way specialist publishers' books are sold.

Rod Grainger explains why Veloce Publishing made the decision to make an investment in e-commerce:

*"Most high street bookshops stock a very limited range of books on any given hobby and this makes it difficult for a member of the public to find the best books when they don't know what's available.*

*The great advantage of the web is that would-be customers can visit our website from the comfort of their armchair anywhere in the world. They can browse the site for books reflecting their particular interests or needs, and when they find a book which interests them they can view complete sample pages, see the contents list and even read sample text. Then if they want to buy the book they can do so online with a credit card or they can print out the details and take them to a favourite bookshop.*

*We see providing access to detailed book information as a real service to our customers."*

## **The ROI**

Since launch in October 2002, the website has doubled the return on investment and took its first order within 30 minutes of launch. The site has gained over 760 registered customers from all over the world and as of 28/08/2003, has attracted over 45,000 visits.

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