



RODD & GUNN®

eStar help Rodd & Gunn flourish on the web

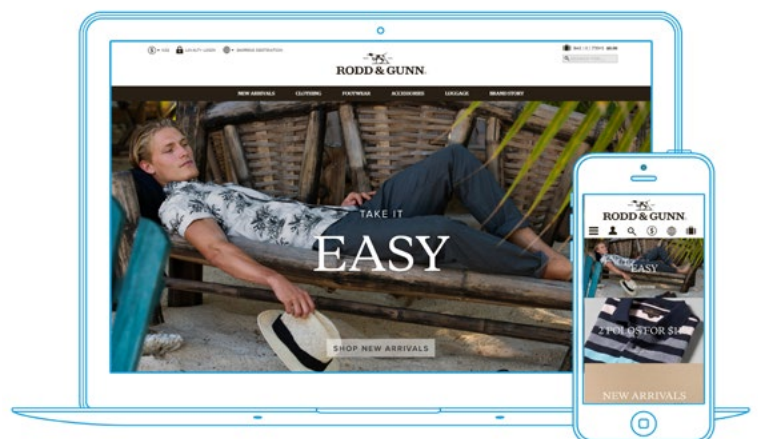
Like many 'real world' retailers, iconic clothing brand Rodd & Gunn understood that the best way to compete with the emerging challenge from online was to take to the internet itself. In 2008, the company partnered with eStar to make the transition, avoiding the potential pitfalls of a new business model. Rodd & Gunn embraced online so successfully, eCommerce sales growth is now outpacing high street stores by a factor of 10.

Rodd & Gunn's English Pointer logo first appeared on shirts in New Zealand in 1946. The first store opened in Auckland in 1987, soon followed by a second in Christchurch. The brand entered Australia in 1994. Today Rodd & Gunn has 85 stores including concessions within major department stores across both countries and now the USA. All products are designed by an in-house development team.

"Our online business is growing at 10 times that of our physical stores and is now the biggest source of revenue in each market"

Situation

Recognising that the rise of the internet and online shopping were impossible to ignore, Rodd & Gunn's Managing Director Michael Beagley sought a web presence which would complement the existing store network. Over the years, I've placed a huge amount of trust in eStar. They have never let me down," says Michael.



Solution

eStar's platform is a full-featured eCommerce solution, supporting 'single order fulfilment'. This provides eCommerce website design with optimised features to attract, convert and retain customers. The platform contributes to operational efficiencies through dispatch and fulfilment functionality, linked to payments and CRM.

Rodd & Gunn's Solution includes:

- A single administration powering four different online storefronts across Australia and NZ.
- Mobile optimisation adapted to customers shopping behaviours.
- MOTO (Mail Order, Telephone Order) which enables customer service representatives to efficiently take customer orders by telephone or by mail.
- 'VIP' loyalty programme which provides unique pricing to valued customers.
- IP sensing to identify the location of visitors and direct them to the appropriate website.
- Integration framework that enables Rodd & Gunn to automate product, pricing, inventory, customer and sales data, streamlining operations and reducing costs.
- Order management system that supports efficient and distributed fulfilment.
- Email marketing engine powering extensive eDM campaigns reaching Rodd & Gunn's customers.

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Implementation was smooth reports Michael. "My team consistently rates eStar for the effort they make to really understand our business."

And he is unequivocal about the suitability of the solution: "There are always cheaper or flashier options but the quality of the eStar platform and customer experience continues to be outstanding."

"eStar jump-started us into the world of eCommerce painlessly and professionally. As a result, our online business is viewed as being of an international standard by our customers and competitors."

Results

Since 2008, Rodd & Gunn's nascent online presence has expanded rapidly, a result that Michael puts down to the company's choice of platform provider.

"Multiple sites and currencies work incredibly well. In fact we are going to move our USA site to eStar due to the superior back end systems."

"Our online business is growing at 10 times that of our physical stores and is now the biggest source of revenue in each market," he reveals. With a well-established presence in New Zealand and Australia, Rodd & Gunn is also breaking into the United States. Michael says eStar has made the online component of its international expansion relatively easy. "Multiple sites and currencies work incredibly well. In fact we are going to move our USA site to eStar due to the superior back end systems."

As a real world retailer with a successful and growing online presence, Michael sums up the relationship: "eStar jump-started us into the world of ecommerce painlessly and professionally. As a result, our online business is viewed as being of an international standard by our customers and competitors."

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