

Maximising the effectiveness of your eCommerce platform

- Are you running an eCommerce platform which you are struggling to use effectively?
- Does your eCommerce platform perform how you want it to?
- Are you looking for a new eCommerce platform?
- Do you need an eCommerce partner to assist you in managing your eCommerce presence?
- Do you need better support for your eCommerce platform?

If your answer is YES to any of the above questions, then **Paramount is the perfect fit for you.**

Sitting with you we will discuss your business, the business goals and how they fit with your current eCommerce platform.

We will break down the eCommerce platform by looking at both the customer facing and administration sides focusing on:

- The eCommerce platform as it currently stands
- What weaknesses have been identified
- Where improvements can be made
- Where processes could be automated
- How the platform correlates to the real requirements of the business

Looking at your current platform we will step through the various customer journeys to flag up additional areas for change and improvement.

We will liaise with staff using the administration side of the platform to weed out hurdles and weaknesses where time is lost, or procedural changes can be made to improve the administration of the platform.



This gives us a good understanding about where you are now and where you want to be and how Paramount can help to get you there.



Case Study – Gibbys Electronic Supermarket

Paramount works with the largest independent electronics retailer in Canada. They have been a client since 2005 selling across Canada from their bricks and mortar store in Ontario and online from their eCommerce platform.

During this time the eCommerce platform has outgrown previous incarnations now being solely built and developed on WordPress.

Within Paramount's remit is both the customer facing element of the platform and the administration of the eCommerce platform.

Closely working with several staff members and management within the company Paramount is constantly improving the platform for both customers, staff and management.

Set-up by Paramount external feeds from the platform are imported to populate the product catalog and exported out to shopping comparison platforms and other shopping platforms including Amazon Shopping and Google shopping.

Markers can be set at various levels within the Gibbys catalogue allowing only certain products to be pushed to the shopping platforms along with pricing and shipping costs tailored to the specific shopping platform on which they appear.

Paramount has built a custom product edit screen allowing the updating and amending of products in bulk and management of sales and offer pricing.

Complicated product variations are managed with ease as are promotional pages within the platform highlighting products, brands or offers.

Flash pricing whereby Gibbys can offer products at a reduced price for a defined period is manageable at the product, category, brand and platform level to give full flexibility to Gibbys in pricing across their platform.

Speed is key in any eCommerce platform and Paramount works closely with Gibbys to ensure that as their product (with variations) base of 10k+ continues to grow the platform scales accordingly to provide customers with the same user experience and speed across multiple devices.

The case study above is a prime example of how Paramount works alongside clients to deliver to their customers, staff and management alike and ultimately serve the goals of the business.

About Paramount

Paramount is an eCommerce specialist, working with clients in supporting, managing and developing their eCommerce platform.

Since 2005 Paramount has worked extensively in the eCommerce arena with clients across the UK and beyond; although primary focus is on London and the South.

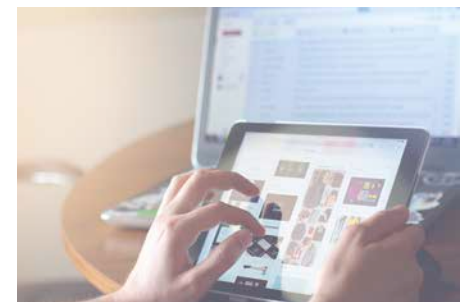
In a globally connected world Paramount believe real value can be best delivered to clients locally in person.

Paramount's clients are typically businesses turning over between £100k and £10m per annum where an experienced eCommerce partner is essential.

Paramount's primary tool in delivering the right results for retailers is WordPress which is the leader in the industry and powers 25% of the Internet.

WordPress is hugely scalable allowing Paramount to leverage this in delivering eCommerce platforms that are fit for purpose, robust, intuitive and ready for business.

Paramount has helped clients sell a whole host of various products including consumer electronics, clothing, online learning, electronic components, takeaway deliveries, pharmaceuticals and more.



Let's see how Paramount can help your business

Call Paramount on 01883 330 835 or send an Email to info@paramountwebtechnology.com.