

Phoenix London

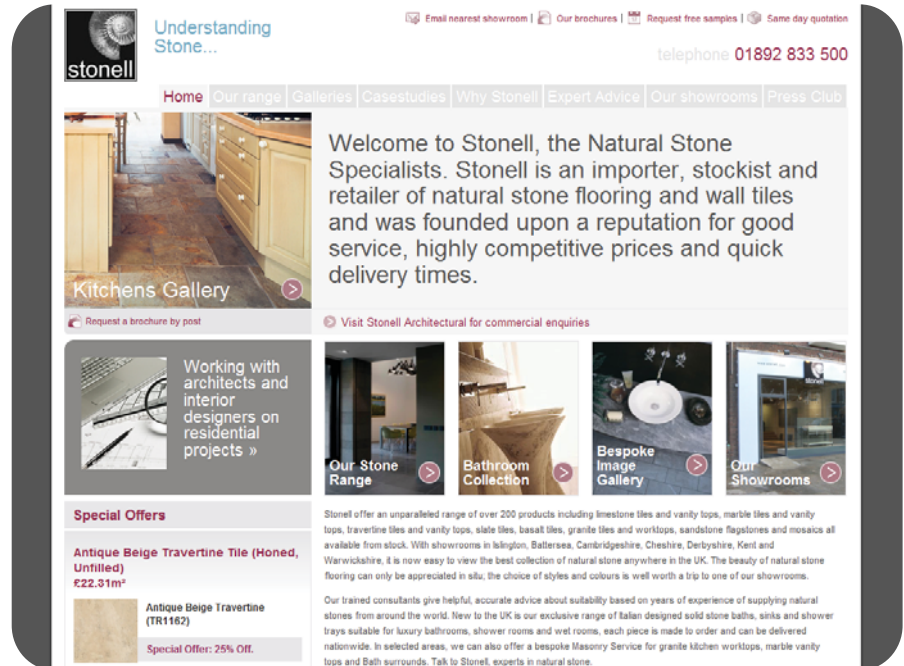


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Stonell

Stonell Stone Tiles came to us with the need to create an identity and ecommerce website for their Value Tiles offshoot (DirectStoneTiles).

On the success of this site we re-designed and re-structured the main Stonell site and Stonell Architectural.



Objective

Stonell specialise in top end stone tiles, DirectStoneTiles in the lower end of the market and Stonell Architectural caters for Architects. Each site needed to appeal to its own target market and offer the right functionality to lead users to the desired outcome, thus cutting down on areas of internal administration allowing Stonell to offer great value for money.

Solution

We researched and carefully planned each site to make sure the design and functionality would attract the right customers. We then developed an easy to use content management system that was applied to each website thus saving on the overall cost. Ecommerce, order processing, galleries, special offers and promotion boxes were then incorporated on the relevant sites all updateable via the CMS.

Conclusion

DirectStoneTiles is attracting good business, processed via the website with minimum work for Stonell. Their high end stone site is showcasing products in a much clearer way than before, again increasing traffic and generating interest. Stonell are so pleased with the outcome that we are now in talks to redevelop their full internal accounting system, create a press club and add further features to the architectural site.

"I thought I had just one requirement but after seeing the results realised **Phoenix** could help enhance the online presence of each sector of the business." **TR. Stonell**