

Virtual Viewing Case Study: Ben Burgess

Client sector: Agriculture, Horticulture and Construction



Ben Burgess has been serving the Norfolk and Suffolk farming community since 1931, and supplying horticultural machines since 1962. The company is East Anglia's premier agricultural, construction and horticultural machinery dealer, not merely providing a range of specialist services to its UK customers but also developing a thriving export market.

As a company with a wide range of activities, it was vitally important that their website could accommodate a diverse range of information while incorporating both content management and e-commerce facilities.

Ben Burgess' Objectives

- > To provide clear routes to information across a range of services, including agriculture, horticulture, construction, new and used machinery, finance, export, and training
- > To create a website with complete maintenance facilities that can grow with the company, as new services or e-commerce categories are brought online
- > Integration with e-commerce facilities to support online sales
- > Integration with back-office systems to support real-time updating of current stock details of used machinery and specialist parts
- > Integrated statistical monitoring and reporting facilities to support ongoing review.

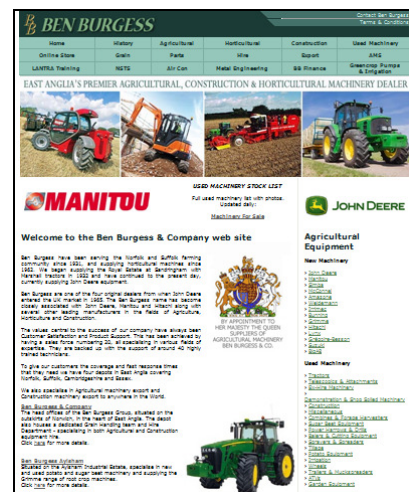
Virtual Viewing's Solution

Design

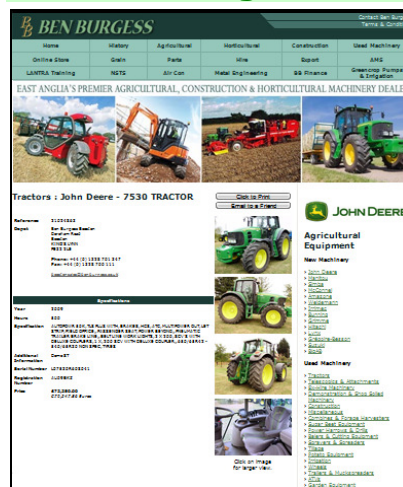
To meet the challenge of putting such a large and diverse enterprise online, the design of the site is unusual in the number of navigational links that are present on each page. In addition to providing one click access to 18 main site sections from a site-wide grid-design navigation bar, a side panel provides instant access to details of new machinery from 14 manufacturers and 18 categories of used machinery.

The Home Page also provides access to details of the company's 8 depots and offices across East Anglia – giving a total of 58 inner web pages that can be reached in a single click.

The inner pages of the site use a template model to make content management a simple task, and supporting the inclusion of text (with formatting for tables, headings, bulleted lists and all the other features you would expect), images, video clips and external links.



Content Management and System Integration



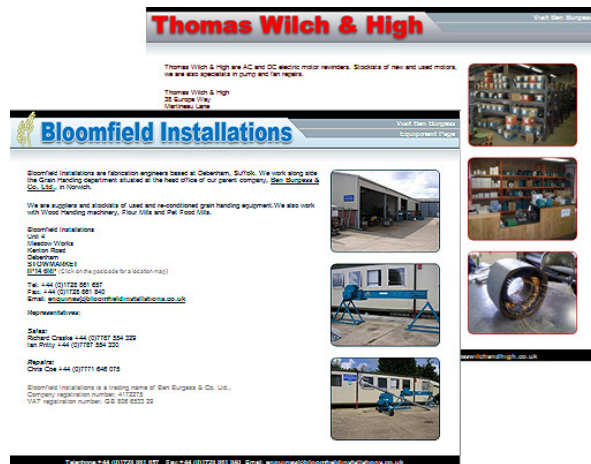
The Ben Burgess website demonstrates Virtual Viewing's technical skills in integrating complex functionality with HTML design.

In addition to the seamless integration of our in-house **OSCAR** (Online System for Content Administration and Release) content management and **ERIC** (Electronic Retail Internet Components) e-commerce solutions, Virtual Viewing also worked closely with Ben Burgess to provide additional automated routines.

This additional functionality enables their back-office staff to upload files with details of a range of content types – including used machinery details and accompanying images, and current stock levels and availability of individual parts (which our import routines than automatically sort by local depot for web display) – to ensure that the website remains updated at all times and under their complete control.

Adding Features – and Benefits

The website development – and subsequent enhancements driven by the success of the original site - has incorporated a host of additional features and benefits for both the company and its website's diverse audience:



- > **linked micro-sites** for the company's Thomas Wilch & High and Bloomfield Installations subsidiaries, with additional system integration for machinery stock updates
- > inclusion of a **Special Offers** facility for garden equipment sales
- > **multi-level administrative access to ERIC** to ensure efficient processing of online orders received and provide separate access for product maintenance
- > **integration of currency conversion facilities**, with addition of administration facilities to enable Ben Burgess to add or remove categories as different export markets are targeted

- > **transfer of the website and all integrated OSCAR and ERIC functionality to a dedicated server** for maximum data security, page serving speed and capacity
- > **development of a complete OSCAR-driven content-managed website online for subsidiary company, Greencrop Irrigation**, purchased by Ben Burgess by maintaining a separate web presence and brand identity
- > **multi-option shipping cost calculation and display options** to support handling of despatch costs for a complex range of online retail products.



What the Client Said ...

"Our online business has grown four-fold in the last 12 months, and Virtual Viewing has been on hand to guide us through this growth. We have a substantial online catalogue, which is all managed by Virtual Viewing although updated by us. We've developed a close working relationship with Virtual Viewing, which brings benefits to all of us."
–Will Johnson, Online Marketing Manager, Ben Burgess & Co.

What Virtual Viewing did next ...

In the summer of 2009, Virtual Viewing provided its ADAM (ADwords Administration and Management) service to support Ben Burgess' export activities across several categories of agricultural and horticultural activity. Integration with Google Analytics™ enabled us to determine that the campaign achieved conversion rates of over 75%.

In the words of the client, "a tremendous success, driving new and relevant traffic to our website at an excellent cost. Highly recommended."