

Virtual Viewing Case Study: Redbush Tea

Client sector: Retail – specialist tea supplier



Virtual Viewing has worked with Redbush Tea – a major supplier of rooibos tea to supermarkets and specialist food stores across the UK – over a number of years to evolve not only a website with integral online store, but also a suite of back office systems to support many aspects of the company's marketing activities.

Redbush Tea's Objectives

- > To have a website that supports online retail activities with a wealth of information about rooibos tea, its health benefits and applications, and the Kalahari Bush People
- > To gain a back office system that supports the Marketing team in the despatch of newsletters and free samples
- > To build a customer database with data mining facilities for offline marketing use
- > To manage online competitions in partnership with third-parties

Virtual Viewing's Solution



Design

The Redbush site design emphasises simplicity and clarity – a simple two colour text scheme is used against a white background to enhance the impact of product and other imagery.

Virtual Viewing have worked with Redbush Tea's Marketing Department to incorporate high quality imagery to illustrate a diverse range of topics: recipes using the tea, rooibos soaps, the work of the Kalahari People's Fund (a charity supported by the company), and online extracts from the company Newsletter.

Content Management and Automation

The Redbush Tea online store used Virtual Viewing's ERIC e-commerce solution to manage online sales, including a complex post and packing costs calculation system and facilities for stock control.

As customer registrations as part of the online store checkout process are integrated with the Redbush back office customer databases, Virtual Viewing has integrated a postcode lookup system to ensure accuracy of captured data.

Virtual Viewing has also integrated a discount code system, with administration facilities to enable Redbush Tea to establish time-delimited 'special deals' for either single, multiple or specific combinations of products.



Adding Features – and Benefits

The Redbush Tea website is only part of the story. As part of Virtual Viewing's ongoing development relationship with Redbush Tea, we have also developed a web-based back-office system with a host of marketing-related features:

- > a comprehensive Customer database, with multiple customers statuses (Confirmed, Unconfirmed, Archived)
- > moderation queuing facilities, enabling detection of duplicate or incomplete customer details (and sample requests) to improve the accuracy of stored data
- > customer data extract and export facilities, allowing Redbush to search the customer database by a range of options (date added, location, age, gender, normal tea supplier, customer status) and extract retrieved records for use in offline or remote systems
- > label printing routines for despatch of requested free tea samples and of printed Newsletters (registered users requesting their Newsletter by email are handled automatically as each Newsletter becomes available in electronic format)
- > Recording of entries for each Redbush Tea Competition (prizes have included holidays and a SMART car) to enable a prize draw to be conducted.

The site also contains interactive feedback and enquiry forms and an online store locator service enabling site user's to identify their nearest Redbush stockist.

What the Client Said

Virtual Viewing's diligent and pioneering approach led not only to an effective, stylish and sophisticated solution, but also to a delighted customer:

"Our website is vital to our business. We have been working with Virtual Viewing for the past five years and they deliver just what we need.

Virtual Viewing supports our online business across the board, from our online shop to our back-end marketing systems.

Only by developing their understanding of our business could they have been successful in retaining our business.

**Marie Heyes
Marketing Manager
The Redbush Tea Company Limited**

What Virtual Viewing did next ...

The website continues to evolve in response to Redbush Tea's changing needs. Recent modifications include amendments to ensure compliance with EC directives on online trading and HSE guidelines on the marketing of foodstuffs.

CONTINUE THE No.1 LADIES' TRAIL WITH REDBUSH TEA AND YOU COULD WIN YOUR VERY OWN AFRICAN ADVENTURE!

For details on how this fantastic prize and how to enter please click on the image above.

Mma Ramotswa had a detective agency in Africa, at the foot of Kigale Hill. These were its assets: a shiny white van, two desks, two chairs, a telephone and an old typewriter. Then there was a teapot, in which Mma Ramotswa – the only lady private detective in Botswana – brewed redbush tea. And three mugs – one for herself, one for her secretary, and one for the client. What else does a detective agency really need?

The No. 1 Ladies' Detective Agency
Alexander McCall Smith

The Perfect Cup
South Africans drink on average 5 - 6 cups of rooibos a day. It has approximately a 40% share of their hot drinks market, making it a strong rival to regular tea and coffee. You will find it hard to locate a restaurant or tea shop that does not have Rooibos on the menu. It is enjoyed by all ages and in a wide variety of recipes.

To make our Redbush Tea in the traditional way we recommend that you follow this simple method:

1. Use one Redbush Tea bag per cup.
2. Add freshly boiled water to your cup or teapot.
3. Allow to infuse for 2 - 5 minutes, keeping your pot or mug warm.
4. You can drink Redbush with milk and sugar, but try it first on its own or with a slice of fresh lemon.
5. Served chilled and iced, mixed with fruit juice or wine, Redbush also makes a truly delicious cocktail.

Redbush Tea can be reheated without loss of flavour. In South Africa they would traditionally keep a pot boiling on the stove all day, topping it up with more tea or water as needed. We do not however recommend that you microwave the tea to reheat. Although the flavour is still excellent it is thought to damage the flavonoid content.