



Award winning systems for fast moving businesses

Case Study – Opulent Opals

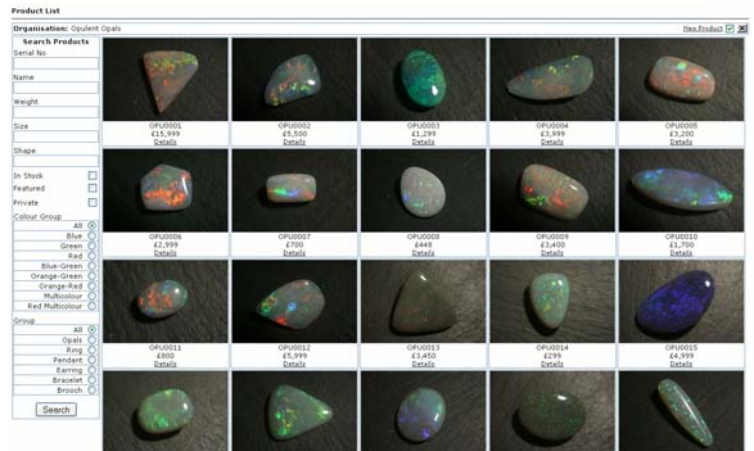
Opulent Opals is a company evolved from an interest in gemstones to a family business. They identified the following requirements:

- Showcase their stones with excellent photography and detailed information
- Enable clients to purchase online
- Provide plenty of information pages
- Track the ownership and provenance of the stones
- Easy to use admin interface
- Record client details, preferences and permissions for easy profiling and newsletters/mailshots

AXLR8 had been recommended to the managing director by a contact in that area. Normally AXLR8 would have recommended Actinic whose e-commerce applications they implement frequently throughout the year. However, this was a different application. For example, there can only be one of any stone, it needs unlimited pictures at different angles, Opulent Opals need to track ownership, there is a higher level of CRM functionality required to track and profile customers.

The standard AXLR8 WebFastTrack system manages client details. User defined fields enables profiling, and any number of contact details can then be mail merged into personal letters or newsletters.

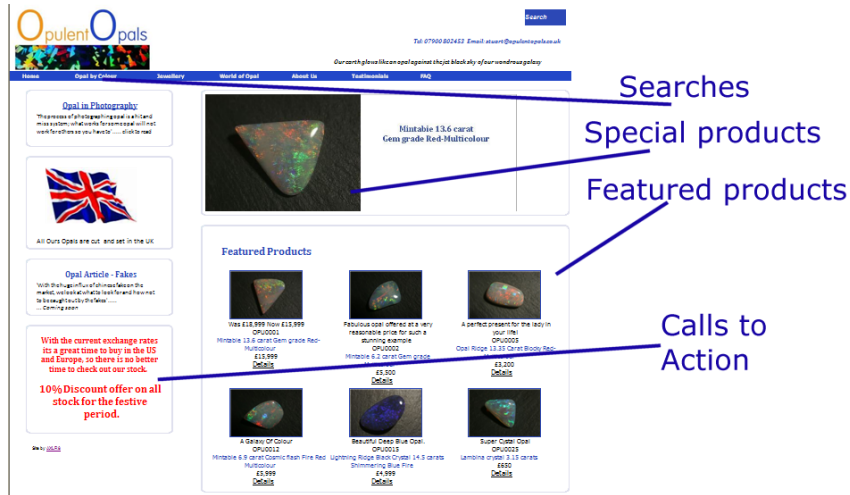
In this screen, a list of opals can be filtered down and then one can be selected for editing details.



Those that are to be listed for sale on the web and those to be featured on the front page can be determined with a mouse click.

Marketing features are being built into the site to increase sales all the time.

Web search optimisation features and new calls to action are frequently tested, and tuned.






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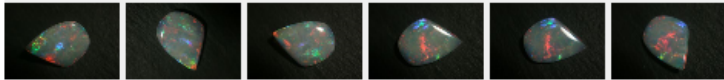
This is the screen where details are changed or where new gems are added.

Product Details [Back to Product List](#) [Refresh](#) [Attached Files](#) [Add File](#)

Opals : Mintabie 6.9 carat Cosmic flash Fire Red Multicolour



[Click here to see the High Quality Image](#)



Colour Group	Red Multicolour
Group	Opals
Name	Mintabie 6.9 carat Cosmic flash Fire Red Multicolour
Serial No	OPU0012
Price	5999
Grading Ref	GR012
Description	Mintabie 6.9 carat Cosmic flash Fire Red Multicolour
Source	Mintabie
Carat	6.9 carats
Weight	
Size	18.4x24x3
Shape	Freeform
Fire Colour	Red Multicolour
Base Colour	Crystal
Brightness	4.5
Fire Pattern	Flash Fire
Saturation	Vivid
Dome	Low
Inclusions	Small internal flaw
Treatments	None
Directionality	Slight
Cut	Excellent
Comments	Stunning example of the old stock of <u>Mintabie</u> , this was mined in 1982 so stability is no question. The colours are excellent from all angles a true gem. Unusual Magenta red fire.
Featured <input checked="" type="checkbox"/>	A Galaxy Of Colour

Private

Details of opals can be easily entered into the database, together with images of the stone from many different angles. The Search facility assists clients to find stones with a range of criteria.







Multiple photographs of each Opal can be uploaded to help present many views.




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Opal by colour: Blue-Green

 <p>OPU0003 Lightning Ridge Black opal 3.45 carat Sea Green and Blue £1,299 Details</p>	 <p>OPU0010 Allens Rise 10.30 carat Semi Black Green Blue flash fire £1,700 Details</p>	 <p>OPU0018 Allens Rise 11.7 carats blue green crystal £1,800 Details</p>
 <p>OPU0025 Lambina crystal 3.15 carats £650 Details</p>	 <p>OPU0031 Lambina crystal 3.2 carats £465 Details</p>	 <p>OPU0032 Opal Ridge 5.35 carats £340 Details</p>





Click to see the High Quality Version

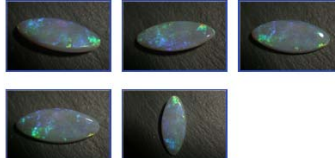
Ref : OPU0010

Price : £1,700

[Buy Now](#)

Comments :
Pendant size opal from Allens rise the new mine in coober pedy, proving itself to be the next big find in Australia. Good all round green and blue flash fire

Description	Allens Rise 10.30 carat Semi Black Green Blue flash fire
Source	Allens Rise
Carat	10.3 carats
Size	24.8x12.4x5.3
Shape	Long Oval
Fire Colour	Blue Green
Base Colour	N5
Brightness of Fire	3.5
Fire Pattern	Flash Fire
Saturation	Average
Dome	Medium
Inclusions	None
Treatments	None
Directionality of Fire	Sight
Cut	Excellent



The custom search (in this case for "blue-Green" opals) brings up a list of the specific items the client has chosen to focus upon

The client who wants to investigate further may see all the details that the vendor allows.

There is a clear *Buy Now* button.

A web page editing package enables the client to edit the many static information pages. The client also has access to web stats information to allow analysis and testing of what marketing activities create more traffic and transactions on the site. The final stage of the project is to accept online payments securely, although currently clients can complete a form online and post a cheque.

FastTrack CRM allows clients to be profiled for customised 1to1 newsletters. This is sometimes called permission based marketing as the supplier asks clients and prospects what they want to be kept updated with and only sends them that information. Several automatic functions are possible. It is planned that Opulent Opals will use AXLR8's award winning Trigaware™. As new opals become available, clients who have expressed an interest in a particular colour of stone, specified a price range, want a stone from a certain Australian mine can receive an automatic email alert notifying of them of the availability of new stones.

AXLR8



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AXLR8 Feature list.

Marketing	<i>Supports client and prospect profiling – for example permissions and preferences for Permission based marketing and 1to1 mailing Web catalogue Newsletters Mailing automatic</i>
Sales	<i>Sales quotations, Forecasting Telesales and customer follow up Telesales supported by web catalogue for illustration. Automated sales follow ups</i>
Admin	<i>Stock, past purchases history, bought today/this week, etc. Automated trigger messages e.g. acknowledgements.</i>
Finances	<i>Purchases Sales Margins Currency</i>
Online Catalogue	<i>Supplier price list import Featured products Online payments Choice of which products are available for online sales. Multiple pictures</i>
Customer Care	<i>Product Tracking linked to owners Service desk Technical query tracking Knowledge base and documents Newsletter archives Complaints tracking Accounts view</i>
Events Management	

System requirements

The system is web based and so it can be accessed by users from any location with an internet connection on any PC, MAC or handheld device with a browser. No server, back up, or infrastructure is required in house.

Contact AXLR8

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