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.

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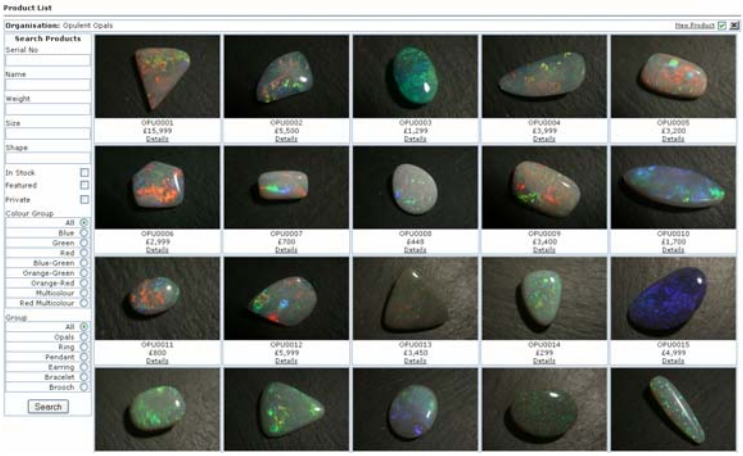
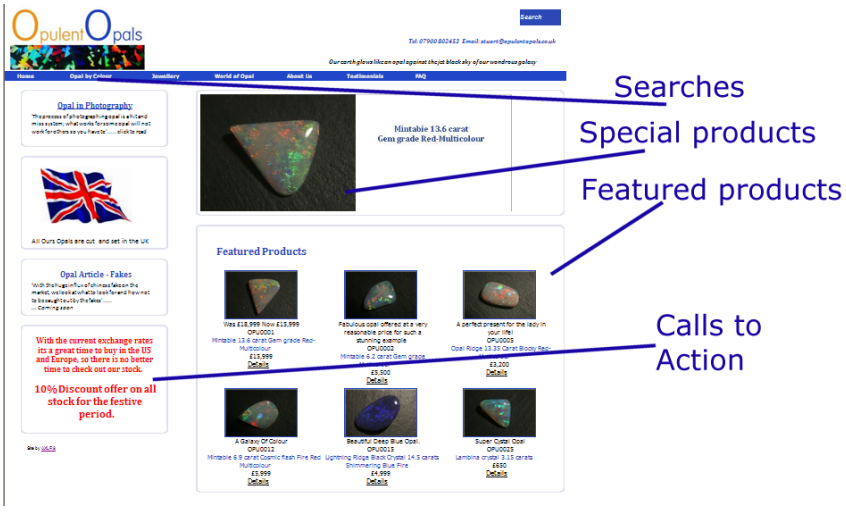
In this screen, a list of opals can be filtered down and then one can be selected for editing details.



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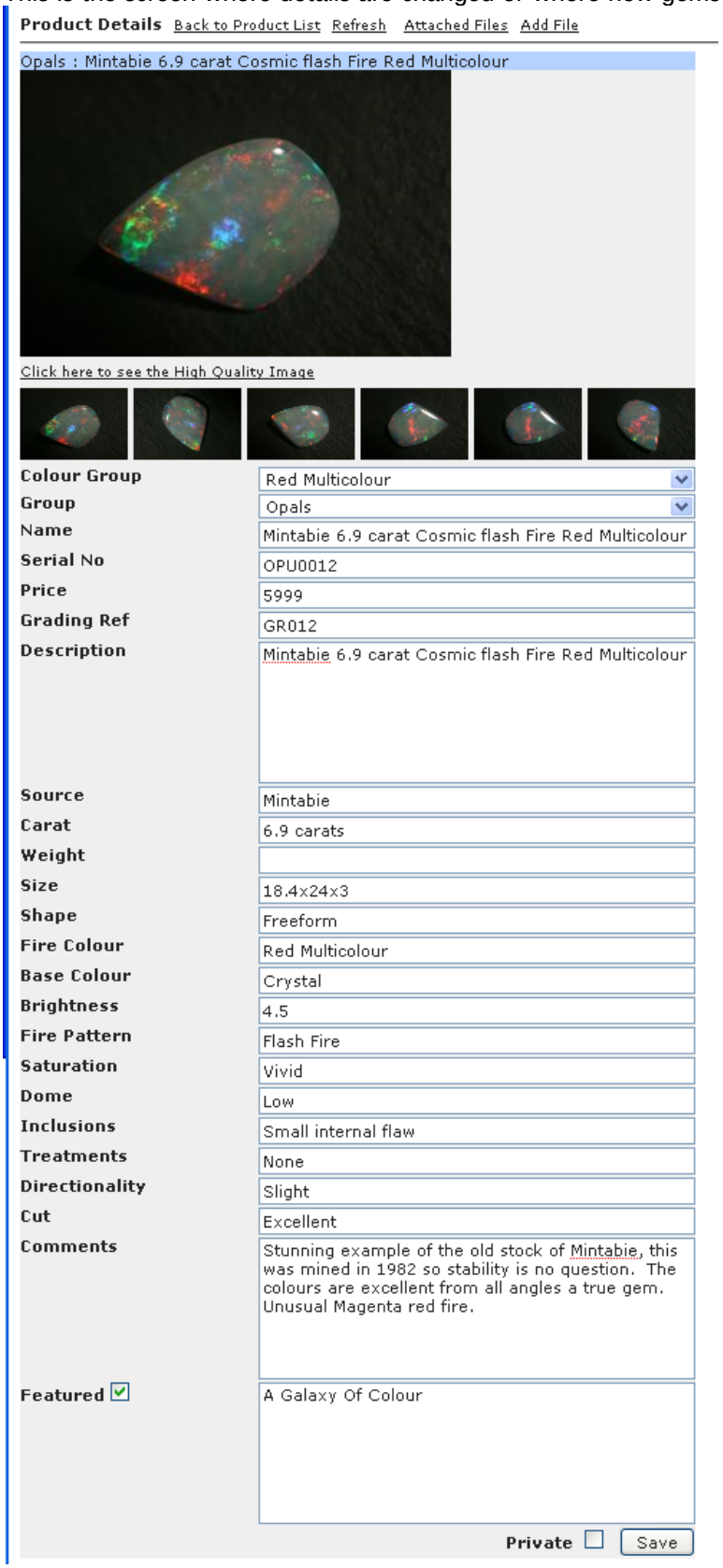
This is the screen where details are changed or where new gems are added.



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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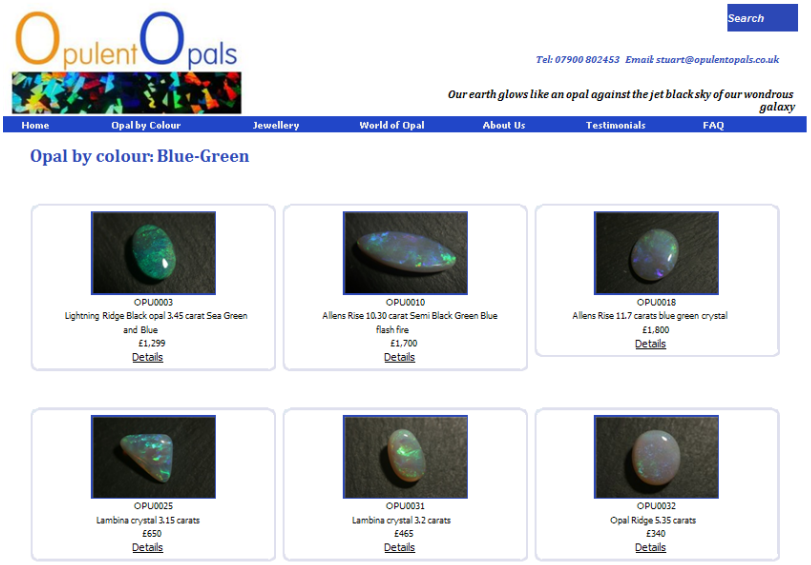
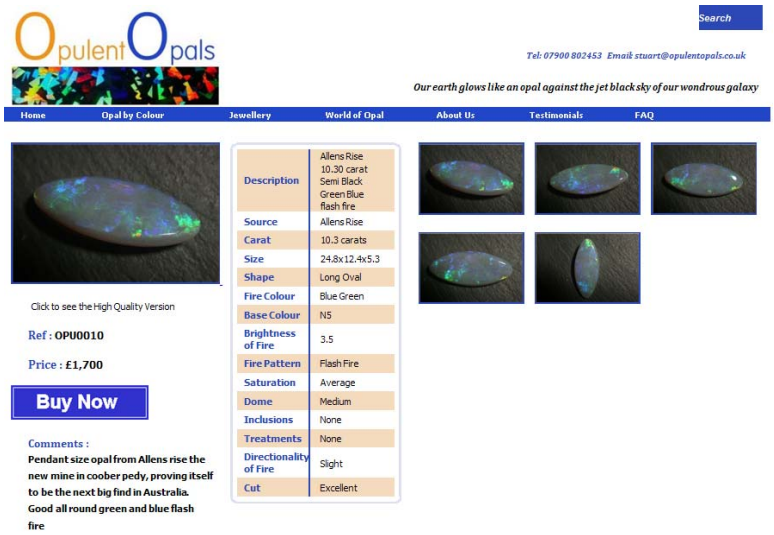


The custom search (in this case for "blue-Green" opals) brings up a list of the specific items the client has chosen to focus upon



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.

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AXLR8 Feature list.

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