



## 100% Appliances boosts digital business with eStar

Recognising that its online presence was essential to the operation of over 50 nationwide franchise-owned stores, 100% Appliances looked to eStar to deliver an innovative online presence that met the needs of its members and customers.

“With the new platform, we’re invested in a new digital strategy.”



## Situation

The 100% Appliances website wasn't up to scratch, relates Nicole Charmaine, Marketing Specialist. "We were on a system which wasn't designed to be online. That meant no website functionality, like the ability to update the items offered. Only products published in catalogues would be online; if it wasn't in a catalogue, it didn't exist on the website."

That's not all. While the old site provided some online shopping capability, it wasn't sufficiently secure. Consequently, banks were regularly alerting the company to fraudulent credit card transactions.

Acknowledging that online is a key information source for consumer purchasing decisions, Nicole says the limited platform was inhibiting sales. "We had to address the whole website. While the old site had served its purpose, by today's standards it wasn't meeting our requirements."

**"We looked for a credible supplier with well-established, reference-able clients."**

## Solution

After a careful evaluation of solution providers, eStar was chosen. "We looked for a credible supplier with well-established, reference-able clients."

eStar quickly responded to our brief. We wanted a solid platform with strong security which would also provide full control and a mobile component," says Nicole.

eStar delivered integration with 100% Appliance's price book, upselling ability, AA Smartfuel rewards programme integration and options for warranty and enhanced warranty add-ons. A mobile site was essential, too. "A lot of visitors check prices on their phones in store. There's a big shift to mobile that we have to cater for."

Effective project management makes all the difference, she notes. "Websites can be complex and effective communications during development and testing is a critical element from a supplier. With the right project manager in place, eStar delivered excellent service throughout the implementation phase."

**"eStar quickly demonstrated that it could respond to our brief....a solid platform with strong security which would also provide full control and a mobile component."**

## Results

100% Appliances is already seeing the benefits of eStar's work. "The original site drew in little traffic but that's already changing and importantly we're seeing a correlation between website visits and store visits," Nicole explains. The process of updating the site with products, special offers and attractive deals is now easy. "The feedback from our members [franchisees] is very positive. Our suppliers too are able to put combo offers and promotions online, and that helps drive business."

**"eStar delivered excellent service throughout the implementation phase."**

As a result of working with eStar Nicole says 100% Appliances is now properly – and securely – in the digital age. "With the new platform, we're invested in a new digital strategy, and will continue to work with eStar to enhance the site."



## 100%'s Solution Includes:

- Re-Platform of Website
- Integrations (Price Book, Upsell, AA Smartfuel Rewards, Warranty, and Warranty Add-Ons)
- Mobile Site

**eStar's clients outperform the market**

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