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Jonathan Phillips, CEO and
Managing Directory babyREFLUX

Interspire Shopping Cart the Right E-Commerce Cure for babyREFLUX

CHALLENGE

Finding an affordable e-commerce solution with lots of high-end features that's easy to manage

Jonathan Phillips was no stranger to e-commerce, being an e-commerce marketing consultant and having helped develop a number of online communities, long before the advent of Facebook and MySpace. But he wasn't a programmer or a developer. That's why when he was formulating babyREFLUX (www.babyreflux.co.uk), a website that would offer the parents and caregivers of babies with infant reflux expert advice and specialty products, he hoped to find an e-commerce solution that didn't require him to be a programmer or developer in order to create an attractive, profitable site.

More than just a business, babyREFLUX was a labor of love, as Jonathan's infant daughter suffered from the condition, which causes babies to constantly spit or throw up and be generally miserable. And while Jonathan suspected that the business would receive a good reception in the U.K. (and other markets), as approximately one out of three infants worldwide suffered from the condition and reflux aids were difficult to come by in the U.K., he proceeded very cautiously, first testing to see if there was indeed an opportunity.

"We didn't want to spend a lot of money on a software application only to find out there were no customers out here," Jonathan explained. So he found a free software package online that allowed him to create a very basic website and babyREFLUX was open for business. Almost immediately, the site was successful, so much so that Jonathan decided to invest in a proper shopping cart solution – and purchased Shopify.

While Shopify did a much better job than the free solution he'd been using, as babyREFLUX continued to grow, and Jonathan added new lines and products, he ran into several problems. Backorder management was particularly unpleasant, as was shipping, and soon Jonathan found he was spending more time than he wanted addressing and fixing software problems, when he'd "rather be

spending that time trying to enhance the business and please customers.”

While he liked Shopify, “Shopify just didn’t cut it,” he said. So he went in search of an e-commerce solution that required less care and feeding but would provide customers a hiccup-free shopping experience, allow him to ship product easily throughout the U.K., and could scale as needed.

SOLUTION

A full-featured shopping cart designed for e-commerce store owners who aren’t programmers, that grows with your business

Having already tried two e-commerce solutions, Jonathan knew exactly what he wanted in the third: “First and foremost, I wanted this piece of software to be self-sufficient, so that I didn’t need any expertise from the outside to manage it,” he explained. “I wanted an out-of-the-box product that would enable me to do all the technical things with my [limited] technical knowledge.” That requirement alone narrowed down the field considerably. And the other items on his checklist – great support; attractive, customizable templates; SEO-friendly links; built-in analytics; inexpensive; and easy to maintain and upgrade – further narrowed the list.

After examining over a dozen shopping cart solutions, including popular ones like Volusion (which he liked but felt was too difficult to customize), he had nearly given up finding one that met all of his requirements. Then he received an email from Interspire, whose Email Marketer software he used and liked (“It was fantastically easy to use – and very easy on the eye”), advertising its new Interspire Shopping Cart e-commerce solution. And Interspire “catapulted to the top,” he said.

“Interspire Shopping Cart was clearly designed for store owners who aren’t programmers and don’t have a technical team,” he explained. “And that was the key thing.” Jonathan also liked how easy it was to manage and customize Interspire Shopping Cart to suit his business and that when he needed technical support, he could get it, from people who really understood e-commerce and e-commerce store owners. And he got the SEO links and built-in analytics he wanted, at no extra cost.

RESULT

Higher rankings + more cross selling + larger orders + easy shipping = happy e-commerce store owner

Since switching to Interspire Shopping Cart, babyREFLUX's search engine rankings have improved, returns have decreased, and order management on the whole is much easier. But that's not all.

"With Interspire Shopping Cart, customers can log in and track their orders, something they couldn't do with Shopify," said Jonathan. So customers feel more in control and are happier, and customer service representatives can spend more time helping customers and the business with other things.

Jonathan also liked that Interspire Shopping Cart integrated with most popular payment providers, including WorldPay, a leading U.K. payment gateway, and that he could take orders over the phone and then add them into the system. That feature alone, he said, "enabled us to increase our orders, because some people won't provide their credit card details online. So unless you take the order over the phone, you lose the order."

Interspire Shopping Cart's shipping flexibility was also a plus. "In the U.K. we have quite a complex shipping system, with different shipping rates and different zones and different time scales," explained Jonathan. So Interspire Shopping Cart's ability to offer babyREFLUX customers a variety of shipping options, without requiring hours of work on the back end, "was fantastic," he said. "A lot of vendors don't allow for that in their software."

And thanks to Interspire Shopping Cart, babyREFLUX has been able to do more cross-selling. "When a customer puts an item in the basket, it's fantastic at allowing the customer to see things that she might not have thought of, increasing the basket size and the order," said Jonathan. Indeed, both the customer shopping experience and the back-end order management process have improved significantly since babyREFLUX started using Interspire Shopping Cart.

"People love the site, the store is much easier to manage, and upgrading has been very easy," he said. "If you're an e-commerce store owner who doesn't want to mess around with the technicalities too much but want a store that's best of breed that will grow with you over time, you can't beat Interspire Shopping Cart."

About Interspire Shopping Cart

Interspire Shopping Cart is e-commerce software designed for businesses searching for a simple way to build and manage an online store with the ability to increase conversion rates.

Interspire Shopping Cart streamlines the buying process with features such as single page checkout, integration with Google Checkout, shipping zones and order processing. The intuitive software contains all the necessary tools online retailers need to be successful including marketing and advertising integration with Interspire Email Marketer, a browser based email marketing and autoresponder software, and Interspire Knowledge Manager, an FAQ and knowledge base software.

Additional features include an automatic Google Adwords generator, statistics and analytics, store management features for integrating payment and shipping providers, multiple currency support, and synchronization with Intuit QuickBooks.

The easy to use software allows store owners to design, customize and setup an online presence in minutes, comes with a built in content management system to quickly create or modify pages with company information, news or shipping and returns policies.

Get Started Today

To find out more contact Interspire:

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