

New platform delivers a sparkling customer experience

As a long-standing industry innovator RJ SCANLON (DORA) embarked on an ambitious project to create a better shopping experience for the end consumer, as a wholesaler.

DORA was limited in its ability to cultivate a relationship with the direct customer, instead providing the retailers with the tools to do so, with the aim of making DORA the preferred brand presented in the retail environment. The tool had to create a seamless shopping experience allowing the retailer to customise ring designs in front of the customers' eyes with the all-important final cost including all

margins, discounts and commissions factored in.

We were able to successfully redesign and rebuild a complete responsive digital experience, for all three parties – the consumer, the retailer and DORA. The digital assets utilised global proprietary software, customized, with the most complex element being the ability to automatically feed in global commodity prices – ensuring the end consumer sees extremely accurate retail prices – a tool that has drastically reshaped the future of purchasing in this industry – and the figures tell the growth story.



DORA
MENS WEDDING RINGS

CLIENT	DORA RINGS
INDUSTRY	RETAIL / FASHION
BRIEF	RESPONSIVE WEBSITE

