

Simons Seconds Case study

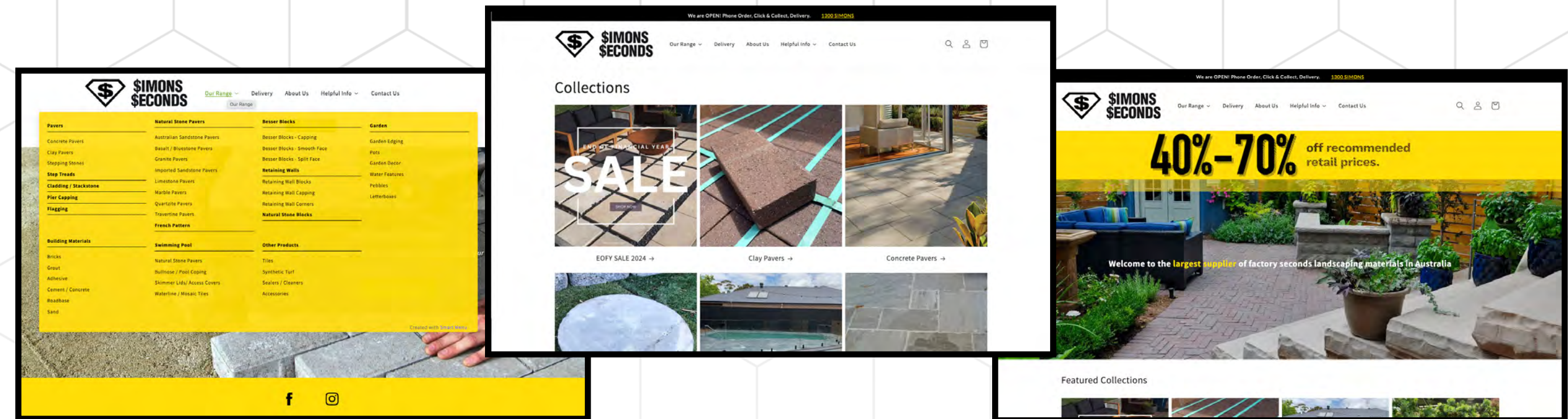


Client: Simons Seconds

Industry: Consumer Building Products

Target audience: Homeowners,
Builders, Landscapers,
Commercial, Government

Services: Website Design, Content
& Build, with eCommerce



Overview

Simons Seconds began as a small part-time, one-man business and has since expanded to a six-day-a-week operation, selling factory second landscaping materials across Sydney. The business offers a wide range of products, including pots, pavers, retaining and garden walls, tiles, and garden décor, all at 40%-70% off recommended retail prices. Simons Seconds is the largest supplier of factory seconds landscaping material. While they have a significant presence at their premises, their website is essential for attracting new business, detailing their large stock range and making direct online sales.

Scope

Simons Seconds needed to transition four significant online assets from the discontinued Adobe Business Catalyst platform to a powerful new Shopify platform to better serve its Australian customers and make administration and marketing easier. Cyrius was tasked with reviewing the existing website, providing holistic recommendations for transition and significant upscaling and improvement, then embarking on the project from graphic design to development, customisation and launch.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Simons Seconds

Case study

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Objectives

The primary objective for the Simons Seconds website was to modernise its business model by transitioning to an online platform. The goal was to create an attractive, user-friendly website that effectively showcased their range of high-quality garden building materials while making it easy for customers to engage and make purchases. A key focus was simplifying the quoting and ordering process, ensuring smooth navigation and efficient transactions. By going digital, Simons Seconds aimed to expand their customer reach and streamline operations for a modern audience.

Solutions

Cyrius Media Group implemented several key solutions to modernise Simons Seconds' online presence. The first step was migrating the site to Shopify, providing a robust and scalable platform. They developed a tailored solution for managing large and heavy industry palette deliveries, including accurate shipping cost calculations. To streamline operations, an integrated POS system, Retail Express, was installed. Additionally, customer configurations for the "Get a Quote" feature were created, enabling customers to easily calculate final pricing. The website was custom-designed, with a unique theme to properly reflect the brand.

Outcome

The launch of the new website led to a substantial increase in traffic to the Simons Seconds domain, significantly boosting customer engagement and interaction. Since its debut, the site has consistently attracted a strong number of visitors, as it serves their needs well. The successful migration not only enhanced the online presence but gave the internal team next-generation administration and integration solutions to make their day-to-day experience working for Simons Seconds much smoother and worry-free.

What they said:

"Well... that's a little exciting!! The website looks great! We really appreciate you putting in the time on this one – this should make it a lot easier to update instore pricing now."

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Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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