Magento® Enterprise Customer Success Story

Silverstamp

A New, Eco-Friendly Approach to Greeting Cards

Silverstamp is a European startup company that enables customers to generate their own eco-friendly greeting cards through a sophisticated online interface.

silverstamp.co.uk

Magento Solution Partner:

CIGNEX Datamatics

cignex.com

Silverstamp's Magento site helps translate an innovative business model into a seamless, creative experience for customers.

Challenge

World-Class Site Needed for Emerging Startup

Because Silverstamp's online component is such a major selling point, the company wanted to make sure its website was completely optimized before vigorously courting investors.

Silverstamp was looking for a site that would enable…

- Easy customization and order placement
- Collaboration with vertical channel partners like printing & shipping companies
- Effective monitoring of web traffic
- Shopper engagement and strong customer support
- Secure payment transactions

Solution

Flexible Front End, Streamlined Back End

Silverstamp brought on open source web development experts CIGNEX Datamatics to create an enhanced eCommerce site on the Magento Enterprise platform. Key features of the site include:

- Scheduled batches of e-cards automatically directed to printing partner before shipping
- Custom plug-in converts low-res e-card previews to high resolution images
- Social media, SEO, Google Analytics, and Live Chat support lets employees manage back-end processes, monitor improvements, and make adjustments
- Administrative features allow employees to manage products and content
- Rich user interface gives extensive preview, sizing, and layout capability
- Digital signatures for further e-card personalization
- Built-in calendar application with reminders automatically triggered on meaningful dates
- SAGE Payment Gateway to enable fully secure payment transactions

Results

Impressive on All Fronts

The resulting Silverstamp eCommerce store has impressed customers and investors alike.

- Users reported satisfaction with easy-to-use interface that allows them to create, organize, and schedule customized e-cards
- Collaboration with channel partners is now seamless
- Strong online presence due to SEO and Social Media features
- Substantial savings via streamlined back-end processes, flexibility of open source architecture, efficient front-end usability, and affordable pricing structure

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