



**Personalized solutions contribute 28%  
to all orders of London based Fulham Timber!**



## Company Background

Fulham Timber & Building supplies are an independent timber and builder's merchants based in London.

We opened our first branch in 1994 on London's Fulham Road, which is where the name comes from. Although we no longer have a branch located in Fulham, we have kept the name and have expanded to four branches across London and a sawmill. Our locations include Balham, Brixton, Colliers Wood and Croydon.

## Goals

For over 30 years we have been a brick and mortar company with a negligible online presence with very little interest in the area. In 2017 it was decided that this needed to change, and as a result our E-Commerce & Marketing team was formed. The team increased the online turnover by over 650% within six months.



## Challenges & Concerns

We were tirelessly trying to improve customer experience by making it as easy as possible for our customers to navigate our website and find what they are looking for. We had an amazing search bar which was serving us very well. This however was not enough to present our customers with what they are looking for without them actually searching for it. This meant that unless, customers searched for products, they would not find them, or worse yet, know that we sell them.



My biggest concerns while choosing the right solution was time. With the large workload we have, the thought of getting to grips with a new solution and also implementing algorithms and personalization solutions seemed very time consuming and painstaking.

**That's why we were looking for a solution that was fast and easy-to-integrate. We didn't have any time to lose.**

## Why Personalization?

I first decided to implement website personalization after visiting an E-commerce exhibition in London. I had found and signed up to a solutions provider at the exhibition. After several months of using the said solution I was not seeing any benefits. The company only charged us for the conversions they earned us, but the problem was, they simply were not generating any business.

This is when I took to Google. After extensive research I picked this platform, browsing their site, and speaking to their sales team, I decided to give them a shot.



The implementation process could not be easier. When I first signed-up I was skeptical. 'On boarding teams', 'customer success developers'. I thought this sounds like the previous company. I've heard this all before. This couldn't be further from the truth.

**The solution was integrated to the website within 24 hours; I didn't have to do a thing. The best part? They had created algorithms and sections throughout the website for me and had added them to areas of the website I hadn't even considered.**

## **Customer Success Team**

The most impressive thing I've found is actually the customer success team I was skeptical about when I signed up. I thought it was just another title who offer reactive solutions when you raise a concern, again, I was wrong.

**“They not only support you and implement your ideas.  
They also come up with them”**

Two months or so had passed after implementing, sales were up, it was working !! I got an email out of the blue from Kubilay, a Customer Success Developer. In said email he introduced himself and told me that he had prepared a recommendation widget inside the basket and search pages. I had not asked for this. They had proactively thought of and implemented a solution for me. Emails like this from the team are not uncommon. It's this very reason I know that I made the correct choice in choosing them by choosing as they do not only support you and implement your ideas. They also come up with them.





## **Goals Achieved**

Customers were being presented with recommended products and products they may be interested in. This improved the overall user experience and in-turn increased our sales too.

**In February 2018, 34.8% of products added to our customers baskets were added by customers using the recommendation widgets throughout the website.**

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We have achieved an overall better user experience. This is vital to us, a quality of service has always been our main goal from when we first started. If your customer service and user experience is at its best, everything else will follow.

Customers are now presented with products they have previously looked at, products they may be interested in and many other Real-Time factors.

There are loads of other great features like being able to send push notifications. Our customers are happier, find it easier to navigate our website, and as a result our sales have increased.

It's a win-win for everybody.



## **Most Liked**

The proactiveness of the customer success team is simply fantastic !!



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