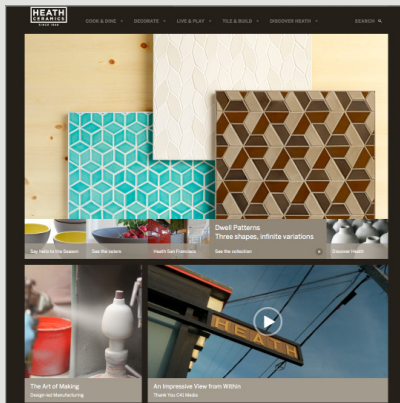


Heath Ceramics



Improved Online Experience Drives 30% Growth for Heath

Since 1948, Heath Ceramics has been making and selling functional objects of timeless beauty in their original factory in Sausalito, California. Their thoughtfully designed tableware and tile can be found in restaurants, homes and museums worldwide.

heathceramics.com

Magento Solution Partner:

“Thanks to AOE media and Magento, our customer experience online captures the beauty, richness and depth of our products and in-person experience.”

Catherine Bailey
Owner & Creative Director
Heath Ceramics

Challenge

Replace Legacy Platform with Future-Proof Technology

Heath’s core values include beautiful, practical design and a strong, customer-oriented focus. They wanted a new site that would provide visual appeal, intuitive flow, and an ability to smoothly manage complex customer conveniences such as multiple, shareable gift registries or flexible, configurable dinnerware sets.

Additional criteria for their new platform included scalability and the flexibility to grow with the demands of their market.

Solution

Flexibility and Scalability to Grow On

Partnering with Magento and Gold Solution Partner AOE media proved the ideal solution.

With Magento Enterprise Edition’s powerful open-source modules and capabilities, AOE media built a site that combines an ideal user experience with behind-the-scenes management systems that include:

- Ability to customize gift registries, supporting a core part of Heath’s business
- Product bundling capabilities (such as a Dinnerware Set Configurator)
- A highly customized checkout experience
- Customized, automated email templates and messaging
- Seamless integration of TYPO3 and Magento in the CMS
- SAP Business One integration

And because Magento eliminates the need for a lot of custom coding, the new site can easily be enhanced and updated as Heath desires.

Results

30% Increase in Online Revenue

The entire Heath team, from creative to customer service, is thrilled with their new Magento webshop. They now offer all the flexible features that were lacking in their old site, contributing to a much more exciting and rewarding customer experience. The improvements paid off quickly: online sales increased more than 30% within a year of implementing the new site.