

# Premier Electrics

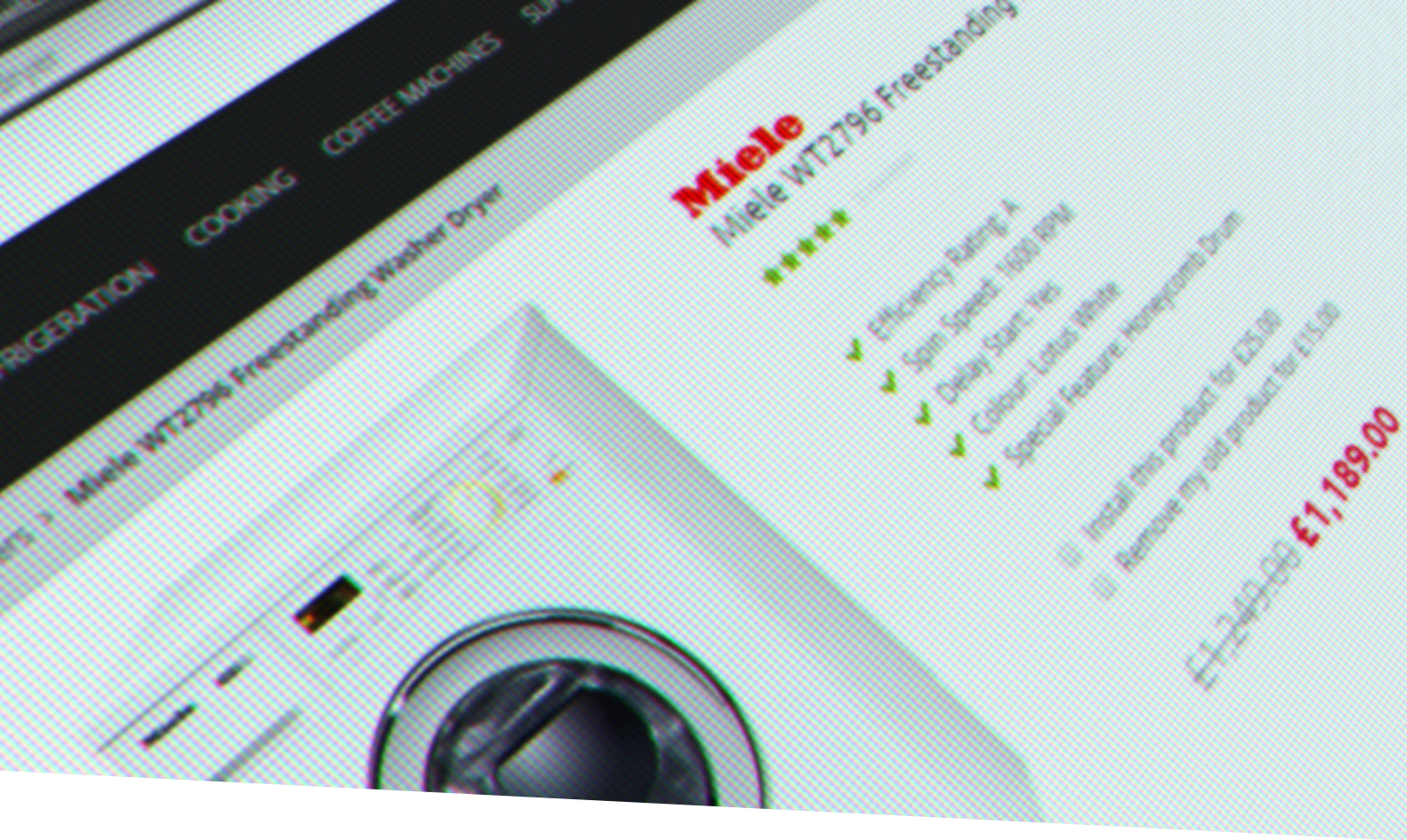
CASE STUDY

**rocktime**

**premier**  
electrics



Premier Electrics have been in business for over 40 years and have built up a strong reputation for delivering value for money, unrivalled service and quick delivery of their range of premium German appliances through their high street presence and online.



## The Challenge

Premier Electrics required the redevelopment of its retail e-commerce platform as it no longer met business requirements.

## The Solution

Development of a B2C e-commerce platform built on a Responsive Framework.

Activities included:

- Design and UI
- Rocktime's E-commerce Platform
- Content Management System (CMS)
- Integration with Premier Electrics chosen Payment Gateway Platform (Sagepay)
- Ongoing support and Maintenance of the developed system
- Rocktime Web Hosting Website
- Content Strategy & Optimisation



Ecommerce Platforms



Mobile Platforms



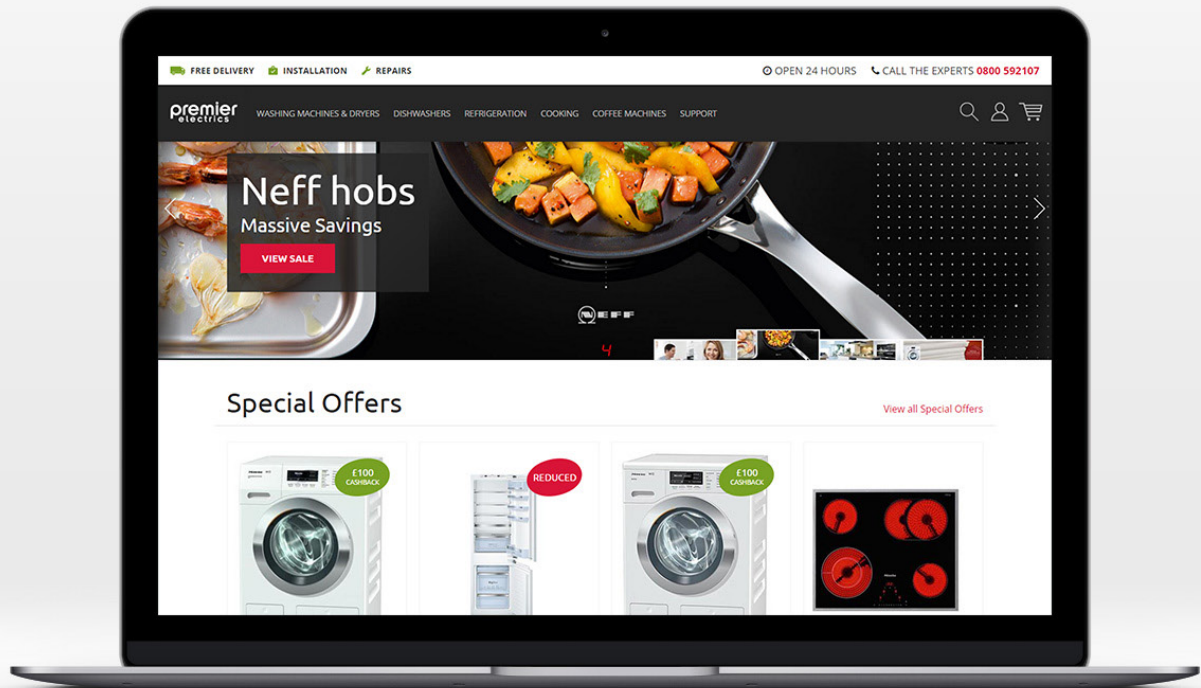
Support & Maintenance



Marketing Websites



Digital Marketing



## Success

The project was successfully rolled out October 2015 with positive feedback coming from not only the directors of Premier Electrics, but from customers and users of the site who have left praise through the company's social media pages. Rocktime continues to support the client's ongoing product optimisation and content strategy.

Rocktime is now working on Phase II of the project which includes delivery of the Domestic Appliance Repairs appointment booking facility & website. This will be launched in early 2016.

## Get in touch

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