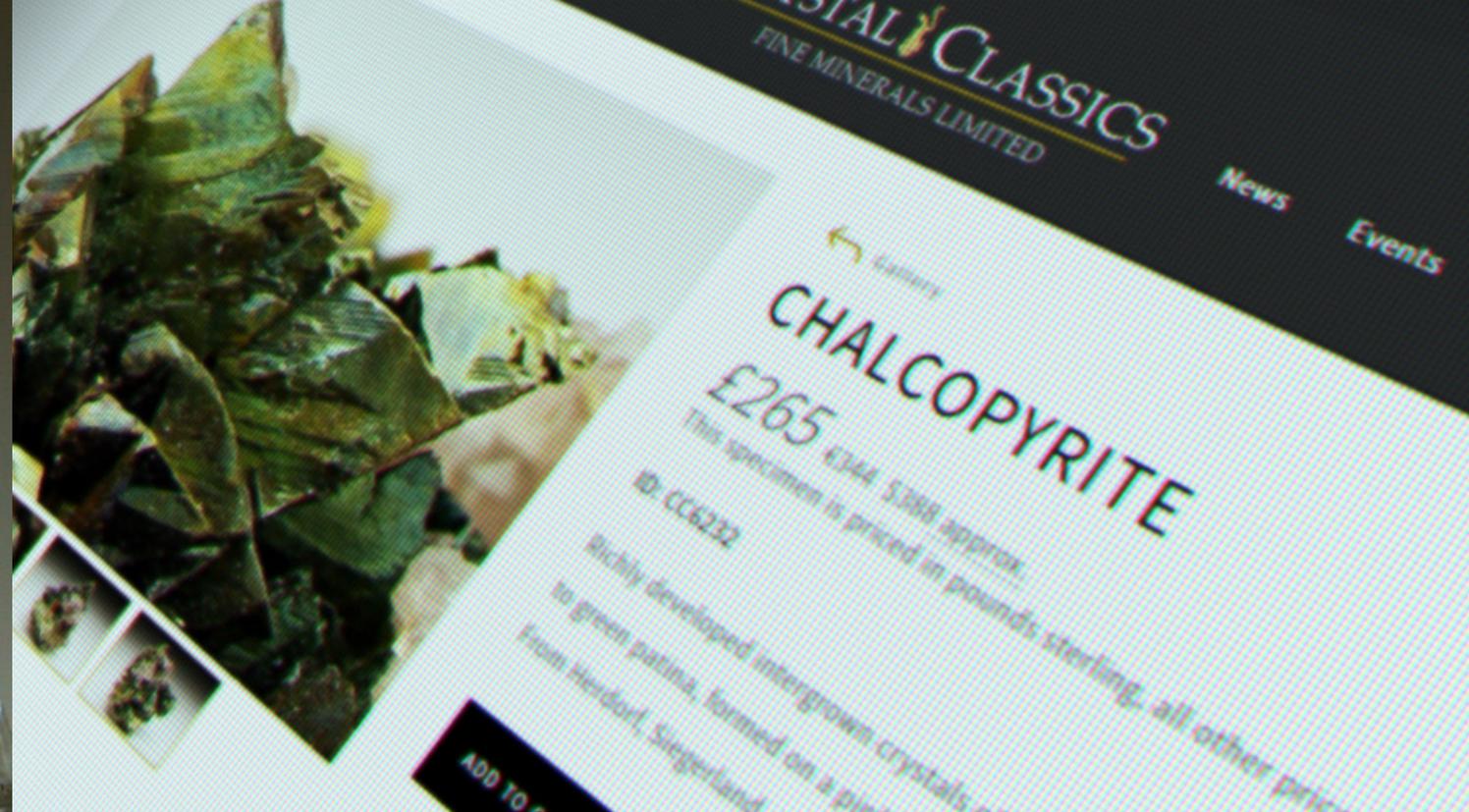


# Crystal Classics

CASE STUDY

**rocktime**



Crystal Classics is a long established purveyor of fine and rare mineral specimens to discerning collectors around the world. Their highly skilled team of mineralogists travel the world to bring the best of new finds from working mines and also the finest classic minerals from old collections.

They have supplied the world's top private collectors and Natural History Museums (such as The Natural History Museum in London, England; The Sorbonne Museum in Paris, France; The Smithsonian Institution in Washington, USA) with the best specimens that came to the market since 1990.

## The Challenge

The existing retail site had been functioning for over 7 years, however, as the market place has evolved, the existing site did not. As a result the site had become dated and lacking in features and functionality that would allow their customer base to have a positive experience when visiting it.

Limitations in the CMS meant the majority of the website content could not be updated regularly further affecting the ability for the website to function as intended.

Due to the complexity in the detail of the products being shown it meant the website would require a fair degree of customisation to provide the features and functionality that would be sort after by visitors.

## The Solution

The brief was to develop a new B2C e-commerce platform positioning the company as a leader within its market sector. The website will in time become the heart of the Crystal Classics Mineralogical Network generating traffic from associated websites and becoming a rich resource of information relating to fine and rare mineral specimens.

Using Rocktime's e-commerce platform, developed in a responsive framework, the new website offers a clean, modern and crisp experience to viewing minerals using a variety of tailored search criteria. This features the ability to segment results based on; collections; country; size; recently sold; exceptional specimens over £10k.

### Key relevant service:

- Rocktime's E-commerce Platform – Source
- Bespoke Customisation
- Ongoing Maintenance and Support
- Rocktime's Web Server Hosting



Ecommerce Platforms



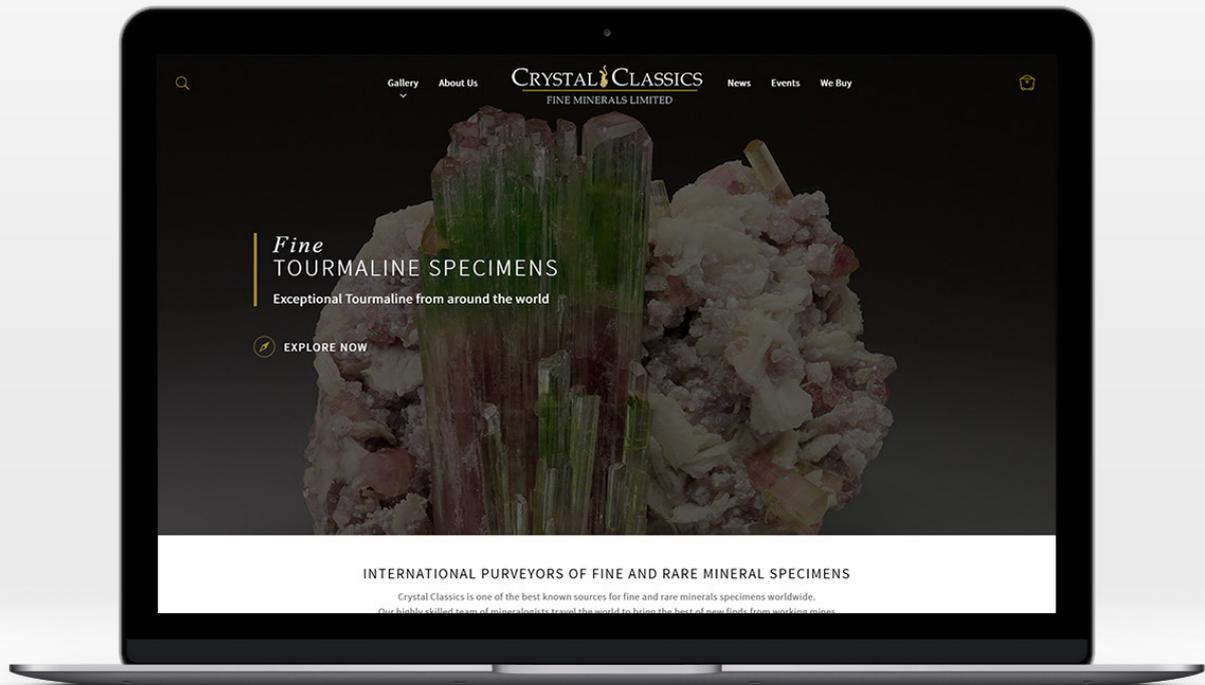
Bespoke Web Application  
& Software



Support & Maintenance



Tailored Hosting



## Success

The website launched on 6th June 2016 and has received praise from the intended audience who have notably highlighted the ease of navigation and available information relating to minerals presented all enhancing the user experience.

The website paves the way to reinforcing Crystal Classics online position as a leader within the fine and rare minerals marketplace.

## Get in touch

### Rocktime Digital Agency

Rocktime Ltd, 15 Factory Road, Upton, Poole, Dorset BH16 5SN

T: 01202 678777 E: [rtsales@rocktime.co.uk](mailto:rtsales@rocktime.co.uk)