**BMJ Industry Awards 2022 Nomination – eCommerce Initiative of the Year:**

**Bradfords New Website & Progressive Web Application**

In April 2022 Bradfords Building Supplies launched a cutting-edge website and Progressive Web Application (PWA). The website has been built from scratch, based on years of customer feedback, market research and eCommerce best practise considerations. This project has propelled Bradfords into the future, with a highly advanced, customer centric digital proposition. The website offers a wealth of new features and benefits, some of which include:

**New Look & Feel**

The website has had a complete facelift in line with User Experience and User Interface best practises, with a particular focus on the mobile design. From the new ‘fly out’ menu through to the checkout, we’ve enhanced the design of the entire website to provide seamless user journey.

**Progressive Web Application**

The Progressive Web Application functionality means users will have the option to add the website to the home screen of their smart device. The responsive design of the website means it works perfectly on mobile, desktop and tablet. When the website is launched via the PWA - it loads with a ‘splash screen’ (a branded loading page as found in native apps), there will be no browser bars at the top or bottom of the page (simulating the experience of an app) and there is a custom offline page (rather than the standard browser error message) when the user has no internet connection. Unlike a native app, our PWA can be installed within seconds and doesn’t require Wi-Fi to complete.

**Integrations**

From our Product Inventory Management System (PIM) through to our Enterprise Resource Planning System (ERP), our website is seamlessly integrated using advanced Application Programming Interfaces. This level of integration not only significantly enhances our operational efficiency by directly inserting orders and allocating stock from branches, but it also provides transparency to our customers to ensure they’re always aware of stock availability and lead times. Bradfords have taken things a step further than most other merchants by integrating directly with our Drop Ship Management software, meaning we now display live stock & lead times straight from our trusted suppliers.

**Bradvantage (Bradfords Loyalty Programme)**

For years Bradfords has hosted a secondary rewards website (Bradvantage), where our customers can accrue loyalty points, translating to Love to Shop vouchers or Bradfords Credit. By popular demand, we’ve now fully integrated Bradvantage into bradfords.co.uk, meaning our customers can see all their account information, including orders, invoices, proof of delivery documents, credit notes, statements, credit balances AND rewards all in one place.

**Tool Hire**

Unlike many other merchants who only offer quotes or information, Bradfords is now offering a fully transactional Tool Hire experience online. With live stock availability from our branch network and bespoke trade pricing, users select their desired date range and our website will dynamically calculate the price and insert the full hire contract to our ERP system.

**Personalisation**

Bradfords website now supports advanced personalisation functionality, meaning we can display different products and content to users based on their segmentation. For instance, we can show only plumbing focused products to plumbers and building products to builders. We can dynamically build these segments based on shopping activity too, such as number of purchases in the past 6 months. This functionality ensures we are always showing relevant information for our customers, while also enhancing their shopping experience to increase our conversion rates.

**New Shopping Features**

Bradfords have developed advanced category specific shopping functionality. For example, on flooring products the user can enter their desired square meterage and the page will calculate the necessary volume of boxes and directly add to cart.

We have added a ‘quick order’ feature, allowing a simplified shopping journey for our trade customers. Quick Order allows the user to simply search and directly add products to their cart without having to navigate through the category pages. Furthermore, there is a text box that allows users to copy and paste comma separated SKU codes, which will automatically populate their basket. This can also be imported via a spreadsheet, which also allows quantities to be submitted. This can allow a customer to build a substantial basket within seconds.

We have developed ‘Project Lists’ which will allow users to store lists of frequently purchased products to speed up repeat orders. For instance, a landscaper may have a list for paving, fencing, and decking. Here they can amend the quantities and make additions or removals before adding straight to their basket.

We have launched ‘digital wallet’ payment methods, including Google Pay and Apple Pay. These payment methods allow users to bi-pass the checkout process and quickly pay for their goods.

**Trade Functionality**

Bradfords trade customers can now build a company structure and delegate access to individual users. The business owner will be able to create a hierarchy representing their company (e.g. account, admin, buying) and individually delegate access levels to each of their users. For instance, they may allow some users to view documents but not order products.