

The Letter Press of Cirencester



Client Background

The Letter Press has the best online printing service in the country complemented by an extensive High Street presence through John Lewis and other leading stationers.

“We had been trading over the Internet for two years prior to approaching Webnetism, and we knew that our site worked but that we had serious issues with the structure of it. We wanted control of the site and we needed it to be more secure than it was. The site had no CMS and therefore all changes had to go through our website company and that could mean delays, extra expense and misunderstood instructions.

One of the biggest concerns we had was the pricing structure of our old web-site, it was pretty creaky and we were never entirely happy that it wasn't about to crash, Webnetism rebuilt the pricing tables to be completely robust and accurate, this has made life much easier, to the extent that it is used as our universal pricing engine, by us, by our agents and by our customers.

Selling printing would appear to be a straight forward business: 1000 A4 letterheads in black ink, not complicated... However we at The Letter Press have made it our aim to offer the most upmarket social stationery printing on the High Street. To offer such a high quality product and service over the net would almost appear to be a contradiction in terms; quality printing is about the feel of the product, the weight and texture of the board, the sharpness of the print and the clarity of the colour. With the use of excellent photography and the most comprehensive print options available our website has become the best printing website in the country.

This we have only been able to achieve with the help of Webnetism. ”

Reasons for winning the contract

“Until we met Webnetism we didn't know what CMS was nor even after they explained it to us did we fully understand it's potential. We now have a website that we have pretty much total control over; if we want to introduce new products or new prices we can do so in-house, as we can also with copy, layout and any images. We can run a promotion which we can link to a discount mechanism built into the system thus allowing us to promote when and whatever we want. ”

Response to the client brief

Webnetism provided a specification document after attending client meetings which described in detail the requirements of the project. We quickly understood the direction the web site had to take and we made every effort to remove technical jargon and deliver the solution in language that could be understood by the management and marketing team at The Letter Press.

The document clearly stated the requirements, timelines to completion and all associated costs. The recommended solution delivered all the requirements of the brief at a cost effective price. The finished web site has a bespoke content management and ecommerce system with detailed reporting tools. The solution was delivered in C# .net and is supported by Microsoft SQL Server 2005.

Support and future development

Webnetism host the solution in our private data centre in Gloucester. The web site is supported 24 7 by our team of in house developers and support team.

Future work on the site includes integration with internal business systems such as accounts software and internal order processing systems.