



## 4 New eCommerce Sites for Coachwise

### Challenge

Coachwise already used Maginus OMS but needed 4 new eCommerce sites to take their eCommerce channel to the next level.

### Company Profile

Coachwise UK is the national organisation solely dedicated to developing and improving sports coaching in the UK. Coachwise Ltd is the commercial arm of the organisation selling books, videos, coaching tools and sports-related software via mail order to sports coaches, enthusiasts and organisations.

### Results

Coachwise, a specialist publisher, mail order catalogue and online retailer of sports books, DVDs, training tools and sports related software, has selected Maginus to design and build four new web sites that will improve customer service, fulfilment and marketing, as well as providing security under Payment Credit Industry Data Security Standards (PCI : DSS).

The cost effective solutions give Coachwise complete control over their online presence, improved SEO and allow them to measure results so they can increase the value of their online channel.

### Quick Facts

[www.1st4sport.com](http://www.1st4sport.com)

#### Industry

Sports Education

#### Customer profile

Specialist publisher, mail order catalogue and online retailer of sports books, DVDs, training tools, coaching related aids and sports related software.

#### Maginus solution

Maginus OMS & eCommerce

#### Customer benefits

- Improved website usability.
- Improved SEO
- Secure, PCI compliant sites.



*“Maginus has delivered four great sites, with fresh and modern designs, and a content management system (CMS) to give us complete control to make any changes ourselves.”*

Using Maginus E-commerce, Coachwise will have a single, integrated back office solution that will enable Coachwise’s main website – [www.1st4sport.com](http://www.1st4sport.com) and its other eCommerce sites for the Rugby Football Union, Football Association (FA) & England Netball Association; [www.communityrugbyshop.com](http://www.communityrugbyshop.com), [www.FAlearningshop.com](http://www.FAlearningshop.com) and [shop.Englandnetball.co.uk](http://shop.Englandnetball.co.uk), to trade through a secure PCI compliant system. The technology will provide improved website usability, offering customers tracking on all orders through integration with Parcelforce. It will also offer customers extended product information such as expert reviews, customer reviews and exclusive discounts for sports association members.

The new sites are all SEO optimised to ensure maximum visibility on all the major search engines. Coachwise will use Google Analytics and Google eCommerce tracker to measure the number of visitors to the site, where they have come from and orders they place.

The solution also enables Coachwise to integrate its marketing campaigns, so they are featured both on line as well as in the catalogue.

Karen Shead, Head of Campaigns, at Coachwise, said, “Maginus has delivered four great sites, with fresh and modern designs, and a content management system (CMS) to give us complete control to make any changes ourselves. As well as providing us with a fully integrated PCI compliant solution that will enable our customers to securely purchase goods, while enhancing the customer service offering. The technology enables us to monitor our user content and interact with our clients, providing greater insight into which products we should stock.”

Mark Thornton, Marketing Director at Maginus, said, “Coachwise is looking to expand its business. The cost effective solutions that we’ve delivered will give them complete control over their online presence, improved SEO and allow them to measure results so they can increase the value of their online channel.”