

# CUSTOMER SOLUTION CASE STUDY



## Summary



**Customer:**  
CNA

**Country or Region:**  
South Africa – JHB

**Industry:**  
Retail

**Company Profile:**  
As a division of the Edcon Group, CNA is the leading retailer of reading, writing, listening, learning and communication consumables to middle and upper income families in Southern Africa.

**Business Situation:**  
CNA, a company within the Edcon Group, approached 3fifteen to assist in developing a full commerce website that would drive new online business. 3fifteen needed to convert the CNA website to allow for on-line shopping, account applications, account payments and statement viewing.

**Technologies used:**  
Microsoft Commerce Server  
Microsoft Content Management Server  
D/B:  
Microsoft SQL Server 2000  
O/S:  
Microsoft Server 2003  
Development:  
Microsoft .Net  
Microsoft Visual Studio 2005

## 3fifteen develops full commerce website for CNA

### Situation

CNA, a company within the Edcon Group, approached 3fifteen to assist in developing a full commerce website that would drive new online business. 3fifteen needed to convert the CNA website to allow for on-line shopping, account applications, account payments and statement viewing. The solution had to include a search facility where clients could retrieve products from an on-line product catalogue for books, audio, DVD/ Movies, games, games consoles and accessories, gift cards. It also had to provide shoppers with the ability for sound and visual downloads. The website needed to reinforce the CNA brand through electronic marketing and also had to serve as an information source for shoppers. As part of its future online strategy, CNA plans to improve its website to provide its customers with a full online shopping experience.

### Client background

As a division of the Edcon Group, CNA is the leading retailer of reading, writing, listening, learning and communication consumables to middle and upper income families in Southern Africa. Edcon is the leading clothing, footwear and textiles (CFT) retailing group in South Africa trading through a range of retail formats. The Group has grown to nine retail brands trading in over 700 locations in South Africa, Botswana, Namibia, Swaziland and Lesotho. Underpinning this strategy is competitive pricing, well positioned and easy to shop stores, strong customer interface at till points and exciting and fresh assortments, all put together by skilled, well trained staff and backed up by first class systems. CNA has a great brand name, excellent real estate portfolio and strong customer base. The well functioning management team now in place will continue to allow a rejuvenated CNA workforce to fulfill the mandate of returning the chain to its pre-eminent position in its chosen product categories.

### Solution

A platform was created to facilitate a Web presence and promote the CNA brand. The website provides a platform for on-line shopping, account applications, account payments and statement viewing. It also provides shoppers with a full product catalogue with the ability for sound and visual downloads. The project uses the existing Edcon Microsoft Content Management Server and Commerce Server platform hosted at Internet Solutions Microsoft Applications Solutions. Online profiles utilise the existing B2C profile engine and online applications processed via the existing B2C call centre.

The solution caters for the following features:

#### New account applications

CNA uses the existing Edcon e-Business Platform user profile engine. This means users can register any account within the Edcon Group and after it is validated by the Internet call centre, they are able to apply for new accounts throughout Group. Users must be logged in to apply for an account. When users register, they receive a reference number and their online e-Business Platform profile is immediately active. Users can then manage their online e-Business Platform user profiles.

#### Account statements

Users must be registered and have an Edcon account linked to their online profile in order to view their statements. They are able to see their account number, account balance, installments, available credit and due date. They are also able to view their interim, current and previous two months statements.

## Competitions

There is a facility for customers to enter a competition on the website.

## Benefits

CNA has enhanced its website to provide its customers with a full online shopping experience. Reducing unnecessary administration costs, CNA customers can now apply for new accounts online and also view statements and make online account payments. The Company now offers new online services that will help reinforce the CNA brand through electronic marketing. The newly designed website is an information source for shoppers and includes a full product catalogue with the ability for sound and visual downloads. The solution offers electronic services that are cost effective and it has also streamlines the entire administration process.