

ECOMMERCE CASE STUDY: *ROUGH LINEN*

Who they are

Rough Linen was created by founder Tricia Rose, chasing a sentimental desire to recreate the elegant and luxurious, yet simple and pure natural linen sheets she adored at her grandmother's home in Scotland. Rough Linen's handmade sumptuous bedding had earned impressive accolades as a 2012 Finalist in the Martha Stewart "American Made Awards".



Before

The Rough Linen online store was started in January 2010 with just a single duvet cover in queen size and a basic add to cart button. As the company's product catalog expanded to additional products, sizes, and fabrics, their elegant pages became cluttered with buttons. They were suspicious that although traffic was increasing, customers were leaving the site and abandoning carts due to the appearance of the store and limited payment options offered in the old system. They knew that demand was increasing, and in order to facilitate their company's growth, they needed to change their online experience.

Challenge

Create a new store that works seamlessly with the company's handcrafted look and feel, while presenting a professional and trustworthy image and user-friendly experience. They also wanted to increase payment options and make it easy for customers to shop and to buy more. Also, as a small business without an IT department, it was critical to have a system that was easy for the owners to set up, operate, and trust, without requiring the constant assistance of an expensive programmer.

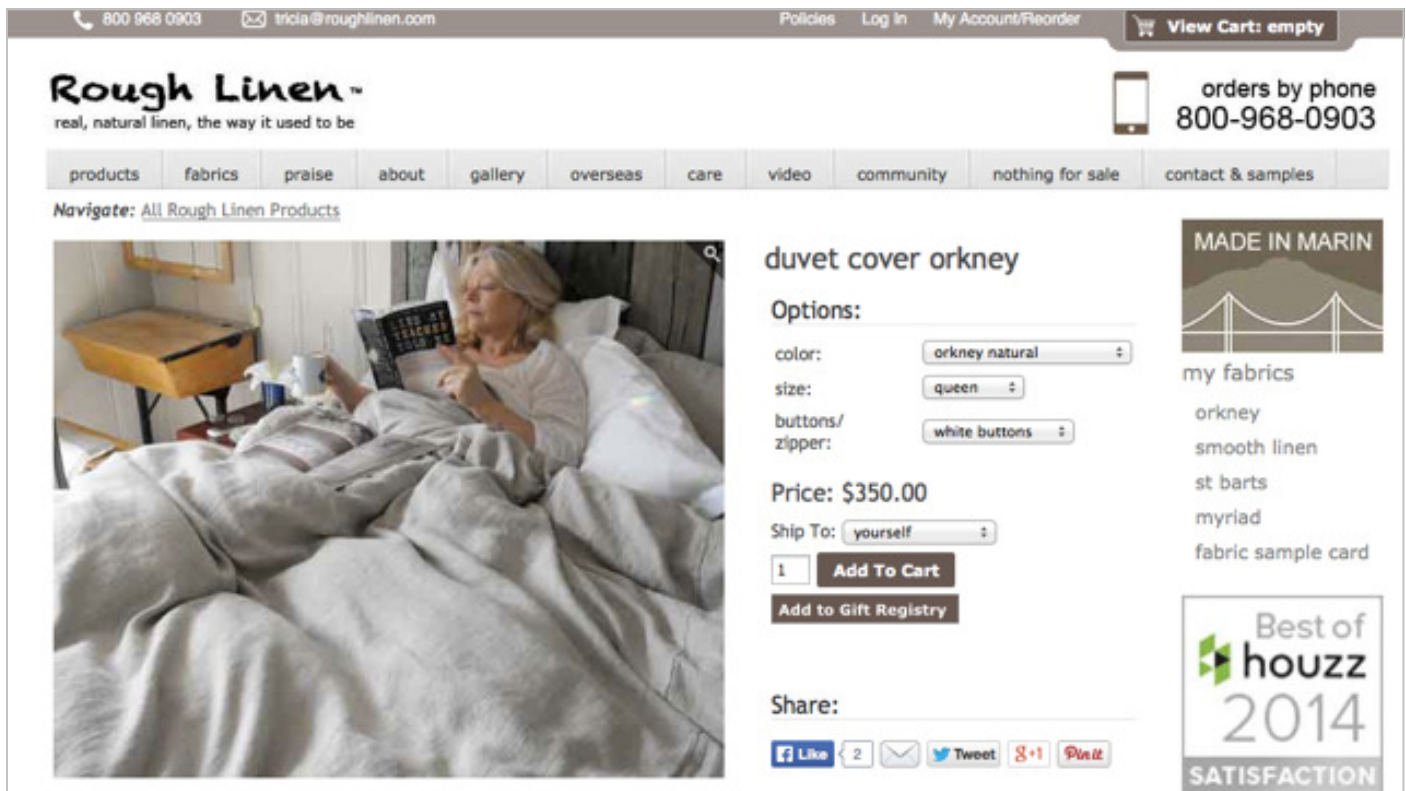
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Process

Rough Linen experimented with four or five other systems before trying Nexternal, experiencing setup difficulty, a lack of knowledgeable or available customer support and other limitations along the way. Then they found Nexternal. “I called and spoke immediately with someone on the East Coast, who sent me along to someone who worked closer in my area. She was on the phone with me within about 10 minutes. A real person!” said Rough Linen’s Stefan Sargent, speaking about his dedicated account manager. “She was amazing.” From the Free Trial period on, Nexternal’s account manager worked closely with Rough Linen, providing personalized training and support for an extremely easy setup and data transition to the Nexternal platform. Nexternal’s designers synchronized the look and feel of the store to match Rough Linen’s design, while creating a cleaner look and user-friendly shopping experience.

Result

The new design went live in January of 2013, and results were instantly noticeable. Sales in the first two weeks matched a month’s worth of sales in the old store, and in one month sales had more than doubled! Perhaps more importantly, not only did the company reach a new sales level, but they have sustained it consistently, and have continued to grow ever since then. Total sales volume is up, as is the average size of an order. Tricia believes it’s just a nice experience for people, and it’s easier for people to buy more. She loves the “fly effect” that customers see when they add an item to cart, and Stefan is particularly fond of the iOS Mobile Dashboard Plus app and its cheery “cha-ching” order notification. Stefan and Tricia say they often get compliments not only on their wonderful products, but also on the entire shopping experience. They believe Nexternal is the right partner to support Rough Linen’s growth for the foreseeable future.



The screenshot displays the Rough Linen website interface. At the top, there is a navigation bar with contact information (800 968 0903, tricia@roughlinen.com), links for Policies, Log In, and My Account/Reorder, and a shopping cart icon showing 'View Cart: empty'. The main header features the Rough Linen logo with the tagline 'real, natural linen, the way it used to be' and a phone icon with 'orders by phone 800-968-0903'. Below the header is a horizontal menu with categories: products, fabrics, praise, about, gallery, overseas, care, video, community, nothing for sale, and contact & samples. A 'Navigate' link points to 'All Rough Linen Products'. The main content area shows a product page for 'duvet cover orkney'. On the left is a photograph of a woman reading in bed. To the right of the photo are product options: color (orkney natural), size (queen), and buttons/zipper (white buttons). The price is listed as \$350.00, and the shipping is set to 'yourself'. There are buttons for 'Add To Cart' and 'Add to Gift Registry'. Below the product information is a 'Share' section with social media icons for Facebook (2 likes), Email, Twitter, Google+, and Pinterest. On the right side of the product page, there is a 'MADE IN MARIN' badge, a 'my fabrics' section listing 'orkney', 'smooth linen', 'st barts', 'myriad', and 'fabric sample card', and a 'Best of houzz 2014 SATISFACTION' award badge.