

## TC Fixings Ltd

TC Fixings of Saffron Walden went live in May 2016 with a new Sharp-aX Computer Systems fully integrated website.

It has been a great success!

Mark Collins, the TC Fixings Director, who runs the website has found that the majority of the orders have been placed by new customers. The existing account customers have so far continued to use the traditional method of ordering from TC's 130,000 item stock file. The number of web orders has grown dramatically month on month.

Non account customers may pay by Visa, Mastercard or Paypal at the time of order placing. Account customers have access to the computer for obtaining quotations and placing orders directly into the system providing their account clears credit control limits.

Both methods are completely easy to use at extremely high speed – the responses are helped by multi-filters and the Sharp-aX use of the smarty Template which kicks into the transaction automatically if needed.

TC Fixings is receiving customer reviews (which they publish) complimenting them on their fast and friendly web performance.



There is a content management system (CMS) which Mark uses to view the sales statistics and identify the products he wishes to have available on the website which is Search Engine Optimised.

Because so many younger people are joining businesses these days who automatically reach for a hand held product, the website has to be able to respond to any device – mobiles, tablets and PCs.

It is important to TC Fixings that their website is updated regularly with new developments; the Sharp-aX web team do just this and are now on Template 9.

Mark is certain that the sales growth being experienced at the moment will continue to grow as so many firms and individuals now use the web all the time and TC's competence in conjunction with a very good website will ensure the continuance of the success.



**Case Study — TC Fixings**