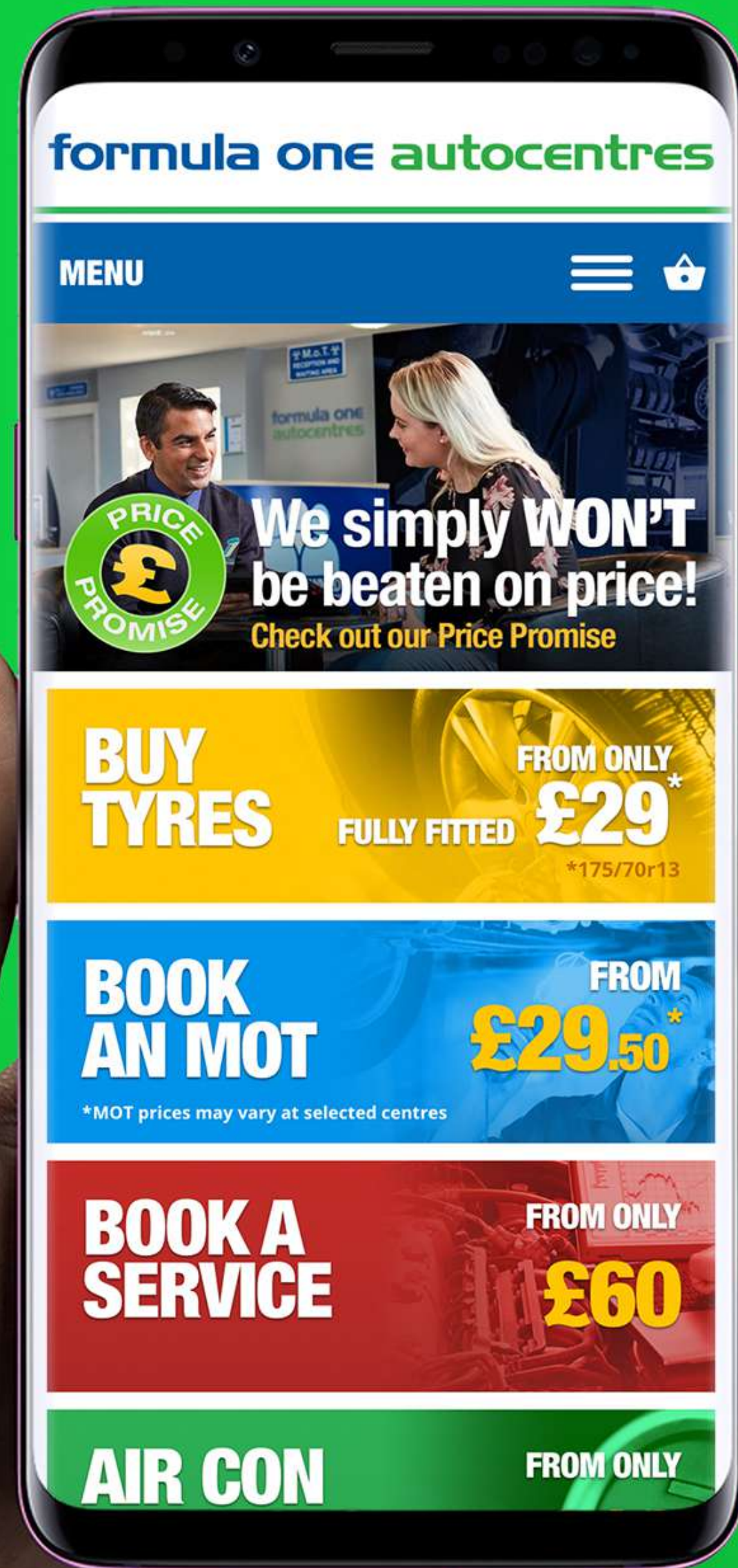




Case Studies - Digital Development



M3.Agency | 2022



formula one
autocentres



FORMULA ONE AUTOCENTRES WEBSITE



OVERVIEW

Formula One Autocentres is one of the largest independent automotive fast-fit autocentre chains in the UK.

For over 10 years, M3 has kept Formula One Autocentres at the forefront of technology with a fully eCommerce-enabled website with an extensive back end management system which manages the diaries of over 130 Tyre, MOT and Servicing centres throughout the UK

The website is now the performance hub for the business managing all internal and external integrations and delivers over £2m in sales per month.

HIGHLIGHTS

FULLY BESPOKE WEBSITE & MANAGEMENT SYSTEM

CUSTOM AUTOMATION PROGRAMMING

EXTENSIVE 3RD PARTY INTEGRATIONS



formula one autocentres

Home Tyres MOT Servicing Other Products Price Checker About Find a Centre Contact



We simply WON'T be beaten on price!
Check out our Price Promise

BUY TYRES
FULLY FITTED from only **£25***
*175/70R13

50% OFF MOTS*
NOW ONLY **£27.42**
*50% off DVSA's RRP. Discount available at selected centres only.

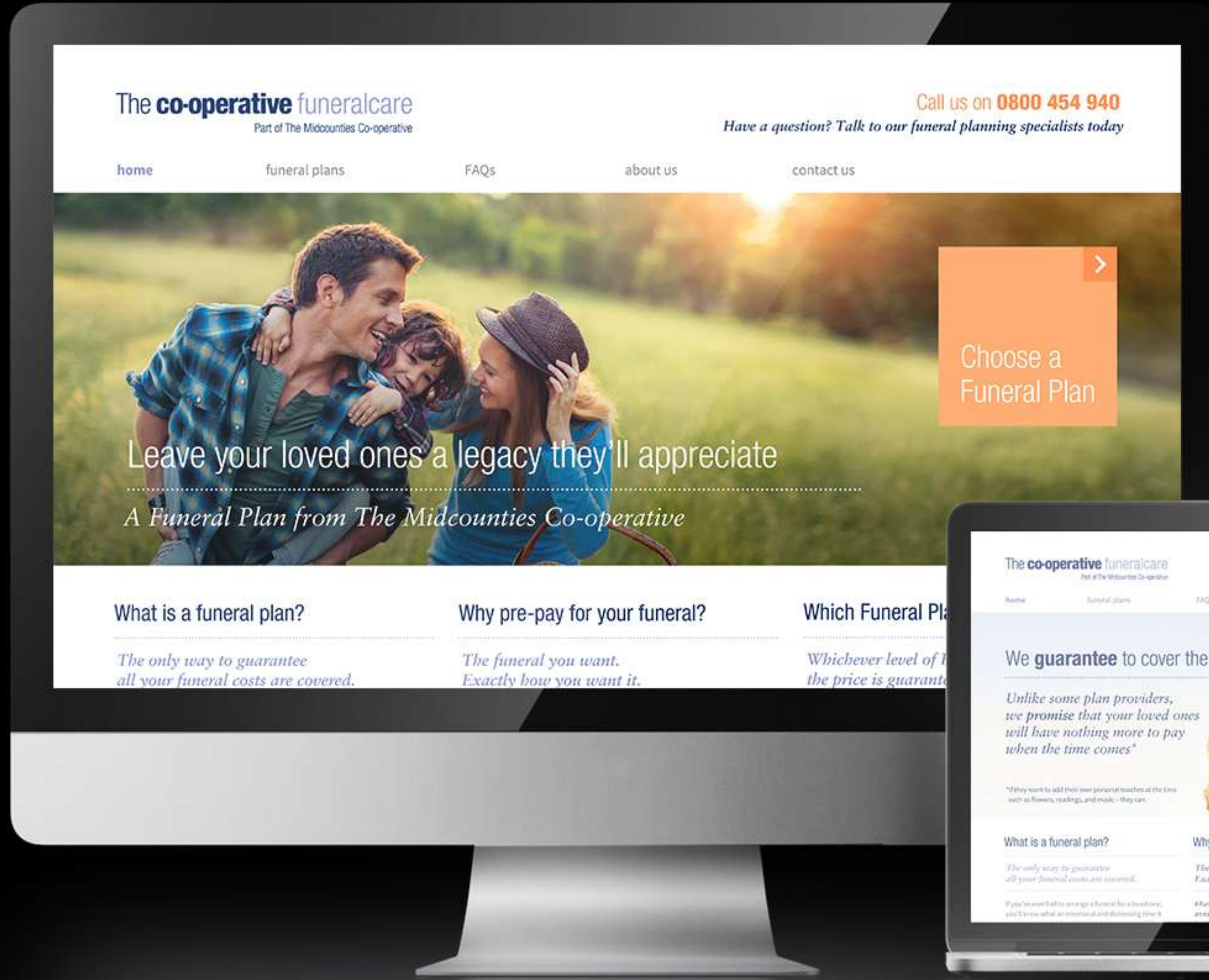
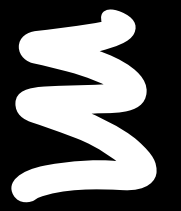
BOOK A SERVICE
SHORT SERVICE FROM ONLY **£60**
MASTER SERVICE FROM ONLY **£125**

AIR CON SERVICES
AIR CON DE-NEST ONLY **£45**
AIR CON CLEAN ONLY **£16.20**

▼ **OTHER PRODUCTS & LATEST OFFERS** ▼

[BATTERIES](#) [BRAKES](#) [CLUTCHES](#) [EXHAUSTS](#) [WHEEL ALIGNMENT](#) [OIL UPGRADE](#) [SUSPENSION](#)

15 POINT FUEL SAVER SERVICE ONLY **£30** or **£15** when booked with any **SHORT** or **MASTER SERVICE**



Call us on **0800 454 940**

Have a question? Talk to our funeral planning specialists today

The **co-operative** funeralcare
Part of The Midcounties Co-operative

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Choose a
Funeral Plan

Leave your loved ones a legacy they'll appreciate

A Funeral Plan from The Midcounties Co-operative

What is a funeral plan?

The only way to guarantee all your funeral costs are covered.

Why pre-pay for your funeral?

The funeral you want. Exactly how you want it.

Which Funeral Plan is right for you?

Whichever level of Plan you choose, the price is guaranteed.



Call us on **0800 454 940**

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We **guarantee** to cover the cost of everything included in your Plan

*Unlike some plan providers, we promise that your loved ones will have nothing more to pay when the time comes**

*If they want to add their own personal touches at the time such as flowers, readings, and music - they can.

Choose a
Funeral Plan

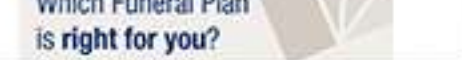
What is a funeral plan?

The only way to guarantee all your funeral costs are covered.

Why pre-pay for your funeral?

The funeral you want. Exactly how you want it.

Which Funeral Plan is right for you?



THE CO-OPERATIVE FUNERAL CARE



OVERVIEW

Co-operative Funeral Care approached M3 with an underlying inconsistency issue across their customer and internal business datasets. They were managing several systems, none of which allowed for the important data to flow between them.

M3 developed a bespoke system that took control and rolled the older disparate developments into a single solution, accessible across the business at all required levels. The older systems that remained in place were deeply integrated through available API's.

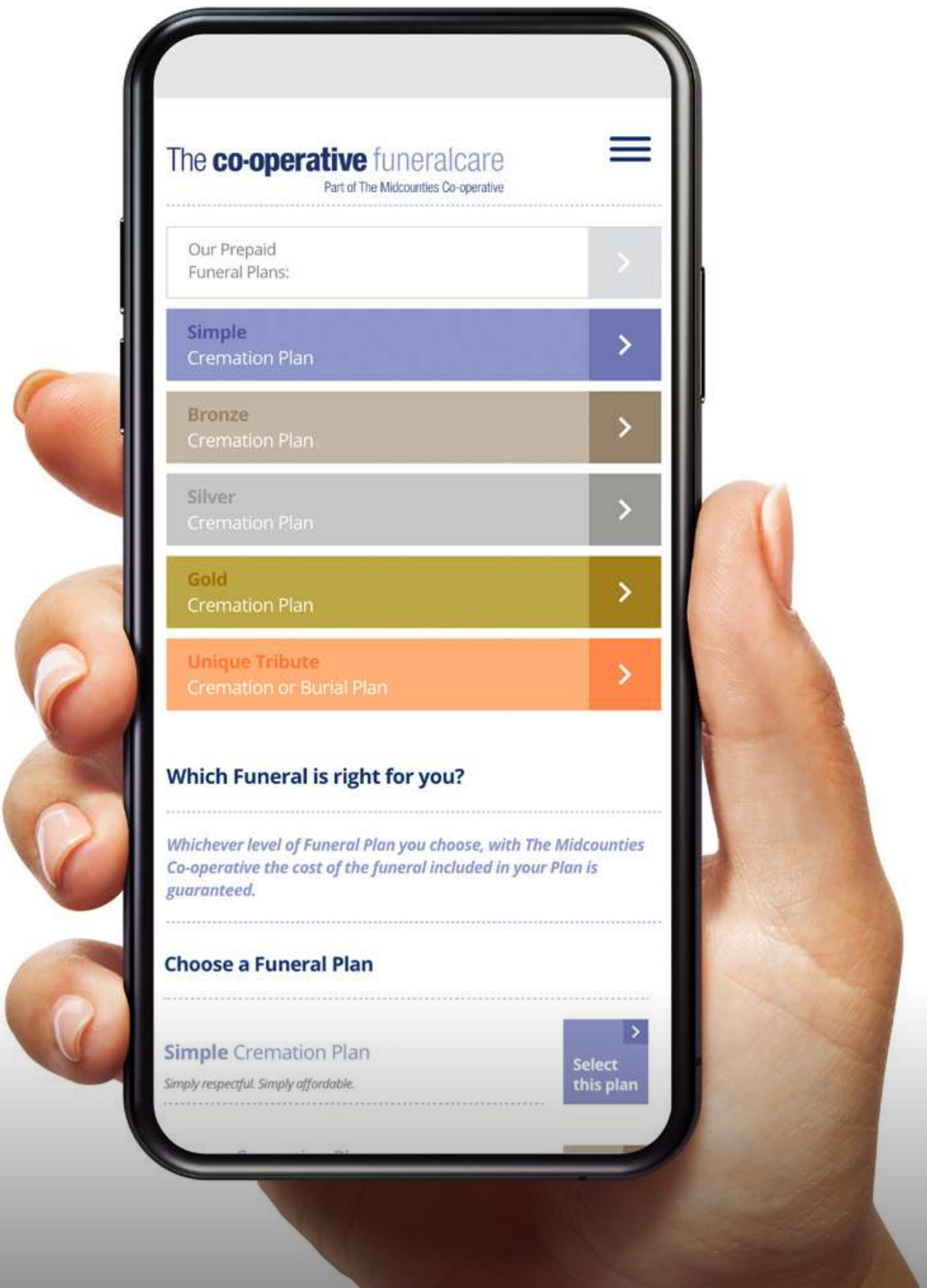
HIGHLIGHTS

CUSTOM ECOMMERCE PLATFORM

BESPOKE BACK END MANAGEMENT SYSTEM

BUSINESS CRITICAL REPORT GENERATION

END TO END SOLUTION FOR LIFECYCLE MANAGEMENT



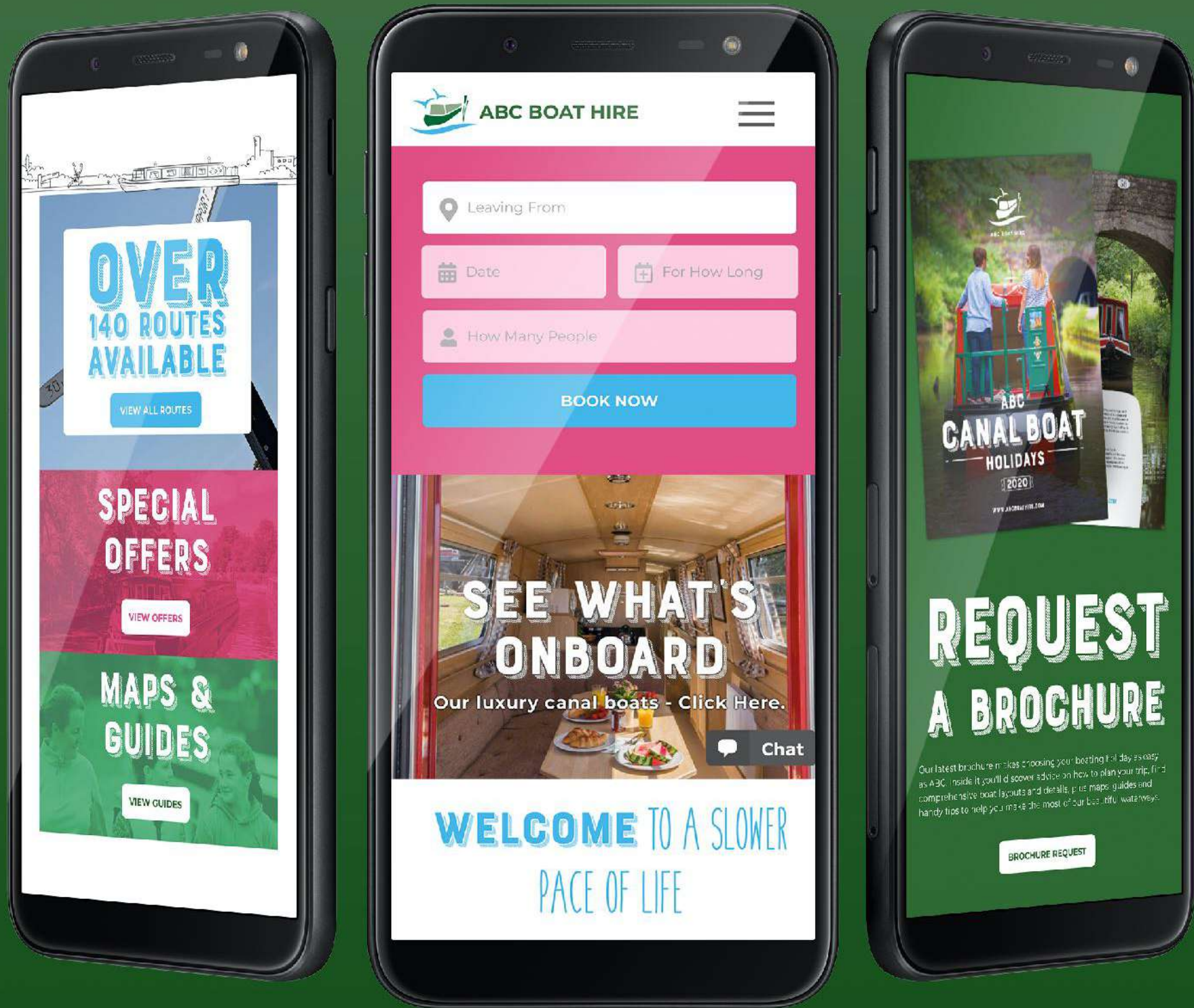
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ABC BOAT HIRE



ABC BOAT HIRE WEBSITE



OVERVIEW

ABC Boat Hire provide canal holidays to over 6,000 customers every year.

ABC required an easy to use website that reduced the number of search and basket abandonments that affected their old website.

We developed a brand new bespoke eCommerce booking website which has reduced order abandonment and increased completed orders substantially.

HIGHLIGHTS

**198% INCREASE
IN ONLINE ORDERS**

**50% REDUCTION
IN ORDER ABANDONMENT**

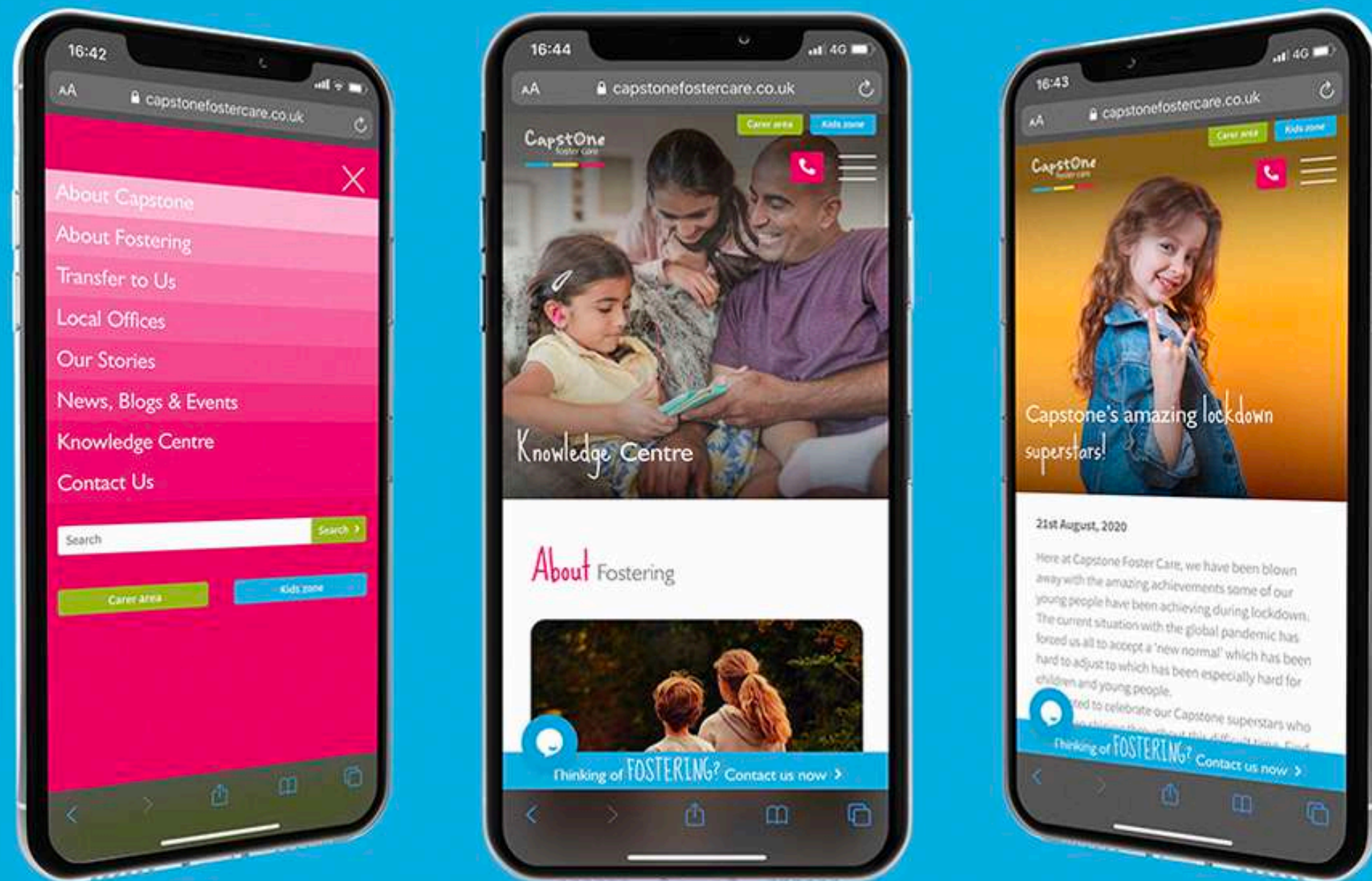
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Capstone
foster care





CAPSTONE FOSTER CARE



OVERVIEW

Capstone Foster Care is a leading independent foster care agency, focussed on delivering better futures for children, families and carers, alike.

Capstone required a new website for their primary brand, but also their two sister brands Foster Care UK and Excel.

M3 built a fully customised website incorporating key functionality from the original platform, while tailoring to a more content driven and localised framework, to engage audiences across the whole UK.

Our solution has delivered an improved experience for carers, applicants and colleagues, enabling greater contact, education and visibility throughout their journey with Capstone.

HIGHLIGHTS

CONSISTENT CMS ACROSS ALL BRANDS

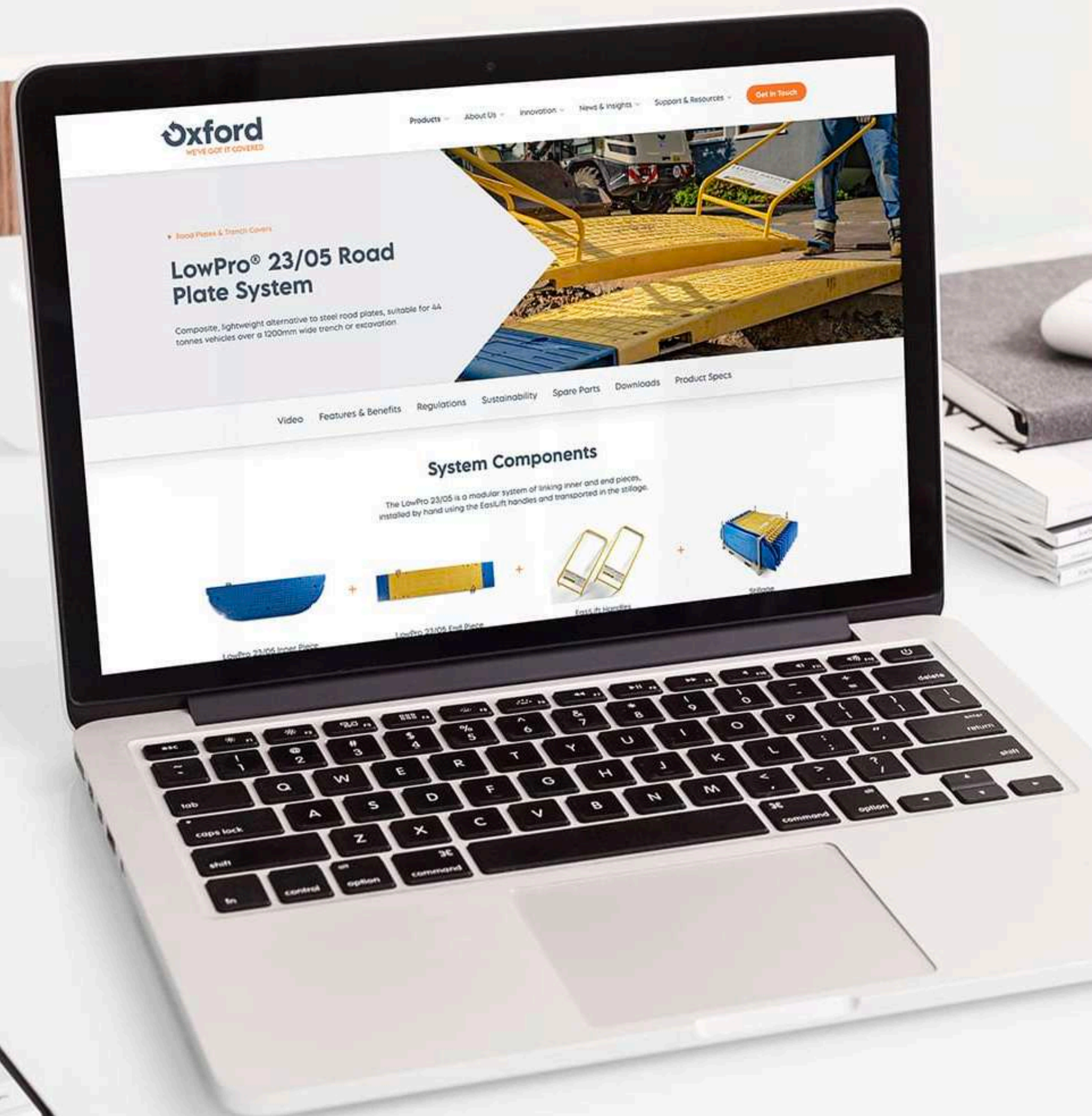
ENHANCED UI / UX AND CUSTOMER JOURNEYS FOR ALL AUDIENCES

IMPROVED FRONT END / MOBILE EXPERIENCES

ENHANCED DIGITAL PERFORMANCE AND LOCALISED TARGETING

 **Oxford**

WE'VE GOT IT COVERED



OXFORD PLASTICS WEBSITE



OVERVIEW

Oxford Plastics are a leading manufacturer of innovative site safety and streetworks products.

Oxford Plastics needed a new website to reflect their new brand identity and support the strategic business growth, with a customer-centric user experience.

Our solution not only provided a tailored front end build, but also delivered a custom built CMS that enables central marketing to manage multiple language websites, distribution of sales and marketing collateral and support for customer services to manage enquiries and requests through a single channel.

HIGHLIGHTS

87% INCREASE IN TRAFFIC IN FIRST 3 MONTHS

INCREASE IN SESSIONS AND TIME ON PAGE

DECREASE IN BOUNCE RATE ON KEY PAGES

ENHANCEMENT OF CONTENT AND USER EXPERIENCE ACROSS THE SITE



- Products
- About Us
- Innovation
- News & Insights
- Support & Resources
- Get in Touch

Oxford Plastics has been at the centre of site safety for over 35 years

We are a leading British manufacturer of site safety products. Our award-winning ranges of safe and simple temporary products are designed to be compliant with the latest codes of practice.

Innovative, Compliant and Award-winning Safety Equipment

