COGdigital

ECOMMERCE & BOOKING SYSTEM

Case Study – Energy Allies

energyallies

DISCOVER

THE COG DIGITAL APPROACH TO ECOMMERCE DEVELOPMENT

energyallies

This document will introduce you to one of the COG Branding eCommerce Software integrations and custom Wordpress PlugIn development as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!
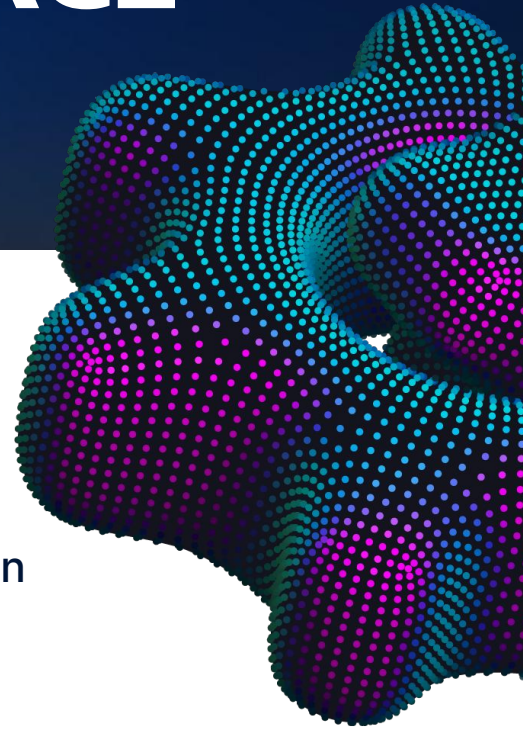
START!

WHAT WE KNEW FROM THE START

We knew that Energy Allies needed a trusted professional Australian website development team to develop and manage their eCommerce and booking system integration, and ensure the primary digital assets performed at go live and during warranty period and beyond.

We also knew that the Energy Allies brand needed a Web Development agency that is affordable, communicates clearly, and understands Bigin from Zoho, Payway from Westpac, Google Docs, Gravity Forms, and the Wordpress WooCommerce platform and how to integrate booking system management plugins and software.

The specific workflows and software technologies determined their partner digital development agency could offer a WMA (Website Maintenance Agreement) and support aftercare once the replatforming was complete.

Plus, their business wanted a team of digital experts to offer solutions for better performance in Google, UX, and solve 3rd party plugin optimisations.

ABOUT THE CLIENT

Energy Allies offers a complete energy solution for businesses across Australia.
They reduce the operational costs and carbon footprint associated with energy use, and provide services that assist in the reporting obligations.

Energy Allies uses data driven energy consumption insights to equip business owners with the tools to implement impactful change.

Energy Allies is a small interdisciplinary team of experts with a collaborative approach – we use our technical, sustainability and project management backgrounds to go above and beyond for each customer.
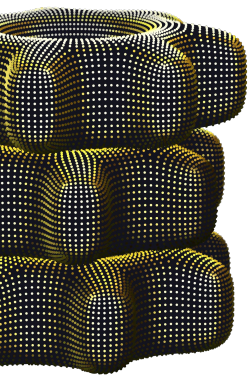
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FROM THE CLIENT

Kate Denham, Project Delivery Manager at Energy Allies Australia says that "*COG Branding proved their knowledge of both eCommerce and Wordpress technologies, and booking system integrations and workflows*".

- [Kate Denham](#)
  Project Delivery Manager

THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Wordpress

WordPress is a free and open-source content management system written in PHP and paired with a MySQL or MariaDB database with supported HTTPS.

Included is a content management system (CMS) that allows you to host and build websites, and it features include a plugin architecture and a template system, referred to within WordPress as Themes.

WooCommerce enables the eCommerce function on the Wordpress platform.

PayWay

PayWay is a simple and secure online solution enabling businesses to collect and manage payments by Westpac.

PayWay Payment Cards make it easy for your customers to make regular payments, such as rent or membership fees. Their card lists all payment options including BPAY, Australia Post, direct debit and credit card, as well as a reference number to help you manage their payments in your system.

Bigin (by Zoho)

Bigin is a pipeline-centric CRM built to meet small businesses needs. With the Bigin extension for Zoho CRM, you can add contacts, accounts, and deals to Bigin, and manage deals and tasks across modules of Bigin and Zoho CRM.

Using this extension, you can make one-way changes in Bigin from within the Zoho CRM.

MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain – COG Branding will ensure the project journey is rich in communication and accuracy.

All projects have challenges and people rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations. So during production and aftercare we're on the same page.

- **Custom Plugin Development**

- **3rd party eCommerce suppliers and softwares**

- **Website Forms and DNS Management**

- **CRO and UX**

- **Booking System functionality**

BRIEF SUMMARY
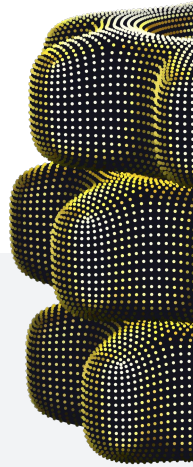
Energy Allies replatformed from [Squarespace](#) to the Wordpress platform with COG Branding. What was needed was software that gave Energy Allies control over eCommerce, booking and a customised user journey flow.

Energy Allies needed to automate a series of online transactions that included dynamic customer booking calendars that integrate with payment schedules and eCommerce softwares.

The new Energy Allies Website also demanded that they could trade at scale with ease, and take full advantage of a total automated online platform where the customer journey took place and transacted without the need of any human management or initial engagement to the process of customer onboarding and calendar management.

The job of COG Branding was was to ensure Energy Allies were set up for autonomy and to be able to scale without increasing human resources in the initial customer onboarding process. Integrating custom Wordpress Plugin solutions with 3rd party eCommerce and management softwares would be what achieves project success for Energy Allies.

SOLUTIONS SUMMARY
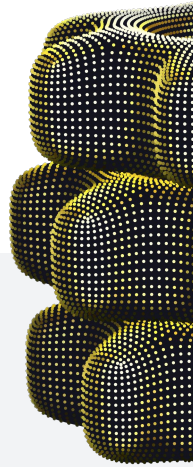
The solutions COG Branding provided Energy Allies were largely customised solutions connected to 3rd party softwares. Our solution was to mix both customised wordpress plugins with existing supplier softwares.

Our project initially commenced with a PID (Project Initiation Document) and a workshop with stakeholders. COG Branding needed to be certain we understood the Energy Allies concerns and what they would most need from this integration.

COG Branding found the most appropriate software was Bigin that's perfect for Energy Allies and what they needed to achieve online. We know the client needed a fully automated solution, so we created a custom plugin to charge users 1st payment. The fully automated route delivered everything Energy Allies need without needing to approve payments and send out emails. The basic forms from the website passes data into PayWay and once payment details have been entered the user is set up and payment has been sent.

The delivery included automated welcome emails that gets sent with links to customer intake form as well as other information. The form from the website redirects to PayWay and the data also gets sent to Bigin, and the automated plugin can have additional features to automate the future monthly subscription if Energy Allies needed it.

RESULTS SUMMARY
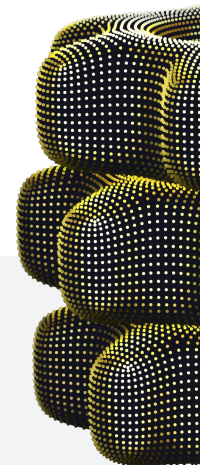
Go live with project Success! Energy Allies successfully integrated a custom solution in combination with supplier eCommerce softwares.

COG Branding provided developer support and stored all customisation in a Git Repo. Ongoing version control was part of the WMA (Website Maintenance Agreement) .

The project included pushing the new website live into a LAMP hosting environment that was scalable as the launch would see low traffic thus low resource requirements in I/O usage, CPU and SSD storage space and RAM.

The software integration project included UAT (User Acceptance Testing) from staging environment and content migration into the production environment.
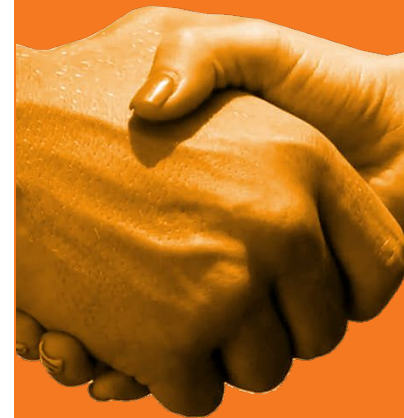
A successful launch into market, and a robust digital asset that delivers against the broader business model and automation requirements.
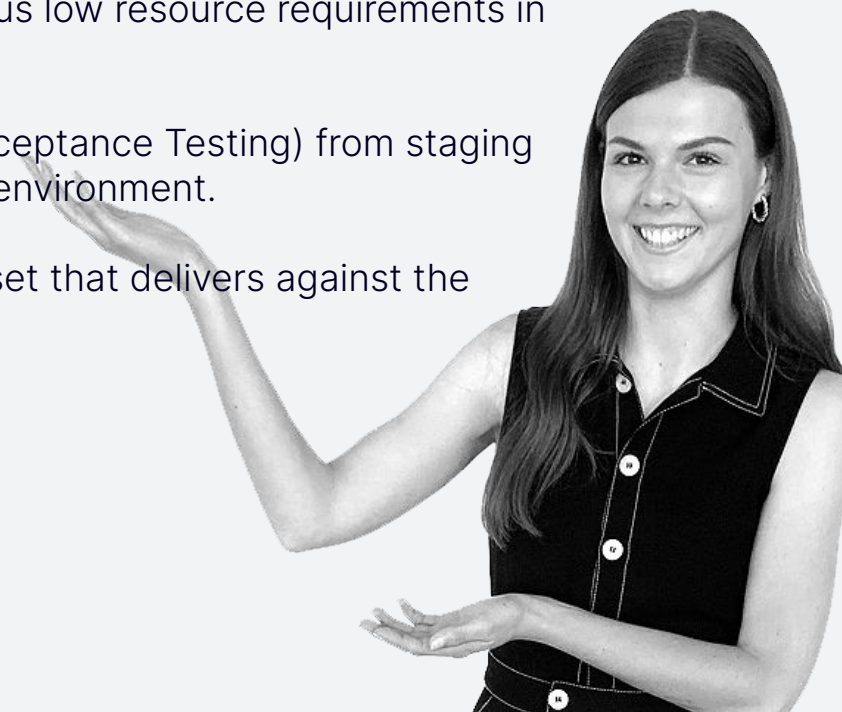
WE'VE DELIVERED PROJECT SUCCESS FOR COMPANIES THAT YOU KNOW.

BUT WE'RE SMALL BUSINESS SPECIALISTS READY FOR NEW PARTNERSHIPS.

CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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