

## Happy Crocodiles

## Gets McDonald's *Racing* with High-Speed Web Cycle Store

### Company Overview

When Nicola Jacobs first heard Scot Wingo, CEO of ChannelAdvisor, speak on the BBC about how to drive success on eBay, a light bulb went off. She had already watched quite a few businesses set up eBay sites and make the same mistake: they thought too small and failed to focus enough on business strategy. Jacobs began exploring the pros and cons of starting a consulting company to help UK-based businesses build successful stores on eBay. In November 2004, she decided to take the plunge. The result was Happy Crocodiles. Recognising that solid strategy is the linchpin to a successful eBay business, Happy Crocodiles provides auction management software that supports and helps drive their clients' strategies.



#### ChannelAdvisor Solutions:

**Product:** Stores

ChannelAdvisor Complete® helps the world sell online with applications that enable retailers to efficiently distribute their products across multiple online channels, drive shoppers to those products and then convert those shoppers into customers.

ChannelAdvisor Stores make it easy for single channel retailers to up sell products from eBay stores to their own websites and cross promote products over multiple marketplaces by merging across-the-board efficiencies with the ability to extend their brand to a broader audience. Best of all, it's free to Premium Marketplaces customers.



**Location:** Suffolk, England  
**URL:** [www.happycrocodiles.co.uk](http://www.happycrocodiles.co.uk)  
**Industry:** Out-sourced eBay auction management software

“We’ve used ChannelAdvisor technology for many projects as it is quick to deploy, intuitive, secure and robust. The ChannelAdvisor team was extremely helpful, giving us additional technical support and expertise as needed.”

- Nicola Jacobs  
 Founder, Happy Crocodiles

# Situation

In May 2007, McDonald's UK launched the "On Your Bike" campaign to promote healthy lifestyles amongst staff, their families and friends. A central part of the campaign was a dedicated online store offering discounted cycling equipment that staff accessed through the company intranet. It was a compelling incentive scheme that coincided with National Bike Week, cut out the complexity of reimbursement processes, and made participation extremely easy.

Under the direction of McDonald's Chief People Officer, David Fairhurst, the project team secured batch discounts with Universal Cycles and had just one working week to create a store for launch on 1st May 07. The "On Your Bike" store needed to handle orders from for 67,000 UK employees and match the look and feel of McDonald's existing employee websites. It also had to offer familiar, easy to use e-commerce tools that would encourage employees to take part in the scheme.

# Solution

In order to deliver the site in time, McDonald's outsourced the project to e-commerce specialist, Happy Crocodiles. Happy Crocodiles knew instantly it needed to deploy an e-commerce platform that could be rolled out quickly but was robust and easy to use. Having used ChannelAdvisor solutions previously, they knew that ChannelAdvisor Stores could be relied upon as a platform for the online store.

As a two-month promotion, the store had to perform fully from day one: "Delivering a tailored e-commerce store in just one week was a big challenge," said Nicola Jacobs, Founder of Happy Crocodiles. "In fact, it was our fastest ever turn-around. Add to this the need to match the look and feel of the McDonald's Intranet and achieve seamless integration - we really had our work cut out. Consequently, we relied heavily on ChannelAdvisor Stores and this definitely paid off for us."

Happy Crocodiles built the store using the ChannelAdvisor HTML framework, adding and adjusting the relevant tools and objects on the site as required. Achieving the look and feel of the McDonald's intranet involved individually re-shaping the existing "blocks" until both the sites matched seamlessly. Product images and information were uploaded into the ChannelAdvisor back-end system and automatically integrated into billing, fulfilment and invoicing tools.

# Results

The On Your Bike store was built and delivered two days ahead of deadline and launched on the morning of May 1st. By the end of the two-month period, employees purchased 657 or £XX worth of new bikes and attracted some XXX visitors to the store without experiencing any outages or loss of service.

However, for Fairhurst, the overall benefits were far greater: "For us, the project wasn't just about getting good prices on bikes for our staff, but encouraging people to take action towards leading healthier lifestyles. E-commerce has proved a fantastic way to deliver employee benefits and for us to live out our responsibilities as an employer."

"The positive feedback from our staff has been so overwhelming, we've decided to make it a permanent fixture on the website," added Fairhurst. "By partnering with e-commerce experts we have been able to launch a sophisticated site in record time, extremely efficiently."

**FOR MORE INFORMATION** 0203 014 2700 | [www.channeladvisor.co.uk](http://www.channeladvisor.co.uk) | [ukteam@channeladvisor.com](mailto:ukteam@channeladvisor.com)



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**ABOUT CHANNELADVISOR** ChannelAdvisor helps the world sell online with applications that enable retailers to efficiently distribute their products across multiple online channels, drive shoppers to those products and then convert those shoppers into customers. The ChannelAdvisor platform empowers retailers to distribute their products across multiple online marketplaces, comparison shopping sites and search engines. With application features such as keyword generation, to in-depth reporting, to our merchandising engine, retailers gain the tools they need to easily fine tune and analyse their marketing efforts to drive more shoppers to their products. Rich media offerings and storefront applications enable retailers to provide an engaging online shopping experience that represents their brand and is optimised to convert shoppers into customers. In 2008, ChannelAdvisor managed over \$2.6 billion in gross merchandise value (GMV) on behalf of leading retailers around the world including Vodafone, Brother, HP, B&Q, and Schuh. [www.channeladvisor.co.uk](http://www.channeladvisor.co.uk)