



Mango Bikes Testimonial

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Mango Bikes is a bicycle retailer with an initiative branding “life style value proposition” with the ability for a customer to design and change the colour of the entire bike, enabling them to create a bespoke bike and stand out from the crowd cost effectively.

Project

Our business was in need of an Enterprise Ecommerce solution that:

- Was immersive, enhancing the brand creating desire during the purchasing process
- Had fully responsive and Parallax design
- Would increase conversion rate
- Allowed the customer to intuitively “build their bike” with a customised visual representation of how their bike would look.
- Would improve the customer experience with a more inclusive and friendly fulfilment process communication
- Could handle large volumes of traffic
- Allowed for automation of order management
- That Integrated with Sage 50 accounts package

Simon took us from initial contact through to completion of the project. He was available on his personal mobile at evenings and weekend.

When the website landed, we saw an immediate improvement in conversion rate, helping to flatten out the typical seasonal drop-off in the autumn months. Conversion rates increased around 40%, with bounce rates falling by 65%!

Simon is hardworking and incredibly charismatic – to me, this is super important. It made picking up the phone to him enjoyable, rather than a chore as it often is with web agencies in my experience.

Signed

Ben Harrison
Managing Director
Mango Bikes