

Who is Digital Centre?

DigitalCentre Started with a Retail Store back in the early 1990's , We looked for a way to increase a local market to a much broader community and realised that the internet was the way to go. Back then most online shopping carts were very primitive and limited, I came across Ashop and have never looked back since.

The Challenge

When we started online, it was very early days, but even then I understood that E-Commerce was the future. We had a huge learning curve to understand how people searched and shopped, but once we understood this and became aware of the benefits that Ashop could offer with a customised on-line store, we made a Point of Sale system to integrate with our Online-store.

The Solution

Ashop provided fantastic service and a very powerful and easy to use platform that suits sites with 20 products to 5000 products. There are easy customer management tools for order fulfillment and inventory management. They made it easy to set up and customise what we needed in order for our business to work.

What improvements have you seen?

Since switching to a online business model and using the web for most of our sales, we have experienced exponential growth and managed to keep on providing a fantastic online presence.

What do you consider your greatest achievement so far? And how did getting your business online help you reach it?

The Best thing we have done is to be able to provide the very latest technology products to our customers not only in Australia but now even other countries as well. We only serviced a very small catchment area when we were a retail store, now we are servicing not only all parts of Australia but also international customers as well. The web is truly the world's biggest store.

What features of Ashop do you use the most and why?

Firstly I would like to say that Ashop is company you can talk to whenever you need assistance and their customer service is great. I have spent lots of time with our online store and really have trusted Ashop to deliver, which they have.

Inserting products is a snap and the whole store is generally really easy to set up. Customers find it very easy to place orders and also like the way they get notified both via SMS and email. Website layout is also very easy to maintain and also change at a click of a button. Making products stand out is also very simple and easy.

Plans for the future

I am excited about our growth, so now I also look forward to the next platform that Ashop is bring out (version 2) which will make doing business online even easier for store merchants and their customers.