



Attends offers an extensive range of light, moderate and severe disposable bodyworn and specialist incontinence products for care givers and consumers.

Significant factors in the continued progress of the company are a world class manufacturing facility, efficient customer service and logistics support, the strength of the Attends brand and the company's ability to tailor leading-edge absorbent technologies to improve the product offering to consumers and care givers. Attends is part of the Domtar Personal Care business, headquartered in Raleigh, North Carolina, USA.

One of the key production facilities is located in Aneby, Sweden. The Attends brand is represented in more than 20 countries in Europe, the Middle East, USA, Canada and Australasia via local subsidiary companies or distributor partners.

Project Brief

As a global organisation, Attends required a best-in-class e-commerce website from which to promote and sell their products. Their existing online presence could be described as disparate, with a variety of different sites promoting different products to different audiences in different countries, all using bespoke content management

systems. The design was dated and the existing user experience was poor with a non-intuitive user journey. The aim of the new solution was to consolidate the plethora of sites into one global website and update the look and feel to bring the company into the 21st century.

The screenshot shows the Attends website interface for children's products. At the top, there is a navigation bar with 'United Kingdom', 'Supplier | Customer | Login', 'Your Shopping Cart is empty', and a search bar. Below this is the Attends logo and a menu with 'About Attends', 'About Incontinence', 'Product Range', 'For Professionals', and 'Help and Support'. A breadcrumb trail shows 'PRODUCT RANGE' and 'FOR CHILDREN'. The main heading is 'For Children' followed by 'Products For Children'. A sub-heading states: 'Many products in the Attends assortment can be used by children. Additionally our Slip, Flex and Pull-On ranges are available in (Extra) Small body sizes.' Below this is a search filter section with 'Refine Results', a 'Keyword' search box, and 'Advanced Search' options. To the right, there are dropdowns for 'Sort after' (set to 'Absorbency') and 'Order by' (set to 'Ascending'). The product grid displays three items: 'Attends Soft 0 Ultra Mini' (28 pcs/St, £0.90), 'Attends Deoplus Insert Pad' (56 pcs/St, £5.72), and 'Coldex Insert Pad' (56 pcs/St, £5.37). Each product card includes an image, a description, and an 'Add to cart' button.

Solution

ClearPeople were selected as the preferred supplier to support Attends in a project to redesign and redevelop the Attends website following a competitive tender process. With over 10 years' experience in digital projects and as a certified Sitecore partner, ClearPeople were ideally placed to help

Attends achieve their goals online. A key requirement for Attends was for a best of breed content management system which enabled multi-lingual content for different countries and the option to purchase via third party e-commerce platforms and gateways such as WorldPay and Amazon.

Sitecore was chosen owing to its flexibility, and an easy and intuitive content editing interface, in addition to its ability to integrate with uCommerce, a feature-rich e-commerce platform. This allowed Attends to provide an exemplary customer experience to users buying their products online.



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Outcomes

The new website offers a refreshed design and user interface which has improved the online journey for customers and encourages sales. The solution not only enables users to learn about the products on offer and purchase them easily but also offers a lot more functionality on both desktop and mobile devices owing to its adaptive design.

ClearPeople implemented multi-lingual features for both Sitecore and uCommerce, making the solution future-proof for upgrades and easy to roll out in other countries worldwide.

“We chose to work with ClearPeople due to their Sitecore expertise and have been impressed with their commitment to deliver a solution that met our requirements and allows us to develop further and up-scale in the future.”

Carl Maskelyne, European Digital Strategy and Projects Manager, Attends