

Boots.com Reveals New Look



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Press Release Summary: Boots.com the UK's biggest health & beauty online retailer has revealed a whole new look and feel for the site.

Press Release Body: **Boots.com**, UK health and beauty website and the online presence of Boots UK, has undergone a complete revamp. The new site is being launched to users with Boots.com's biggest ever Beauty Event.

The new look site for [Boots](#) boasts a host of new features and functionalities to improve the customer's shopping experience. These include improved navigation and one page checkout, as well as a 'wish list' facility and product ratings and reviews.

Tim Stacey, Director of Boots.com, explained, *"Boots.com was initially launched more than six years ago. In this time, e-commerce has grown beyond all expectations and technology has come on at pace. In addition, our customers have told us that they would like to see more information and advice alongside our thousands of health and [beauty products](#)."*

Boots.com is seizing the opportunity to update the technology which is used on the site, whilst at the same time introducing the richer content which customers have requested, following extensive customer research.

Tim Stacey further explained, *"We know our customers want a quick, simple checkout, delivery options that suit them and to feel part of a community online. This is the first stage in an exciting period of development for Boots' online presence and we are committed to delivering customers a multi-channel shopping experience. There are many more exciting developments planned over the next few months including the launch of a 'buy online and collect in store' service, further developments in health advice and information, and online communities for our customers."*

Boots.com partnered with multi-channel experts utilising **IBM's WebSphere Commerce** platform implemented by **Steria**, in partnership with Europe's leading WSC systems integrator, Salmon. The customer-led design was managed by London based digital agency, Grand Union.

The site's new platform will also greatly increase Boots.com's advice and information capabilities. As well as the existing '**Ask Boots**' advice portal in partnership with the British Medical Journal, the site will have inspiring video content with advice on everything from morning sickness to [beauty videos](#) showing how to get the latest looks.

The new '**live pharmacist**' service means that users can email a health question to the site and have a pharmacist call them back with [online pharmacy](#) advice within 20 minutes. The service is available nightly, Monday to Saturday from 6pm to midnight.

To deliver users with new exciting content for beauty, **Boots.com** has a new Beauty editor, ex-Grazia journalist **Katie Campbell**, who will be covering everything beauty for the site - from backstage trends, beauty masterclass features, new brands and exclusive launches, to insider tips and tricks from the industry experts, updated on a daily basis.

The site's product range has also been expanded, to include new, exclusive lines and gift ranges in time for Christmas. For example, the site's popular **Beauty Boutique** will now feature online exclusives from brands such as Bliss, Korres and Caudalie.

About

Boots

Boots is the UK's leading retailer of beauty and [health products](#) as well as health information.

Boots Pharmacy Superintendent is responsible for healthcare advice provided in relation to Pharmacy medicines and other healthcare advice located within the Boots Pharmacy pages of Boots.com. Boots.com is the trading name of Boots.com Direct Limited (VAT no. 116 3001 29) an Alliance Boots company. All other information and advice on boots.com is the responsibility of Boots.com Direct Limited.

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