

Case Study: Powerbit Rocktools

Powerbit Rocktools is a manufacturer of rock drilling equipment. It is situated in South Africa and has been in operation since 1996. Digital Aptech took the responsibility of building an interactive and visually attractive product listing website for the business.

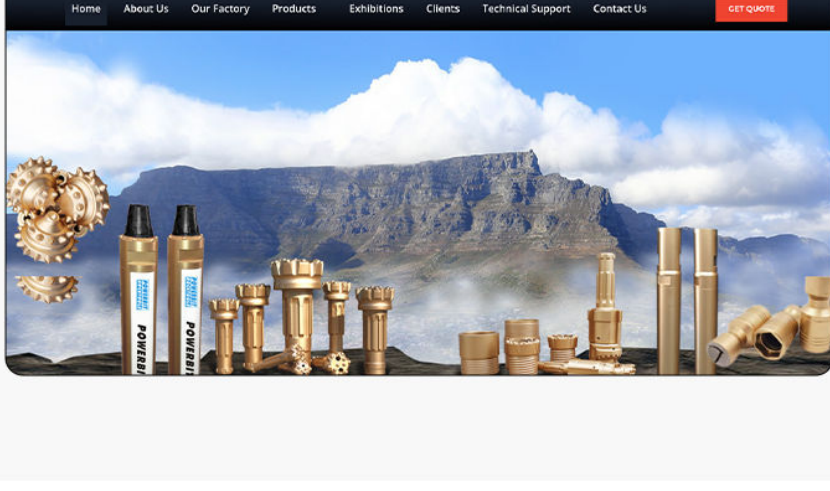


Avg. reading time: 2 min

Project Overview

- Our team discussed the specific business goals, website requirements, target audience and other details with the business
- We decided to design and develop a WordPress-powered listing site with a simple user interface and functionalities

Read more



Client Background

- The company has its own factories located in China, Taiwan and Japan. In addition, there is a technology research facility.
- Powerbit Rocktools is one of the largest production bases of rock drilling steels and rock drilling tools, which are used for various practical purposes in energy, construction and infrastructure.



Challenges

- Classification of tools based on operations
- Integration of an online quote tool

Technology Stack used

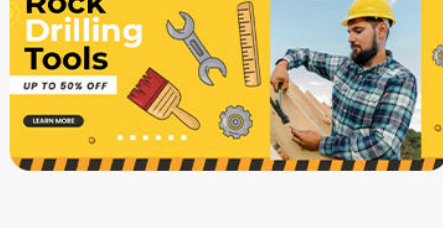


WordPress

The Solution Provided

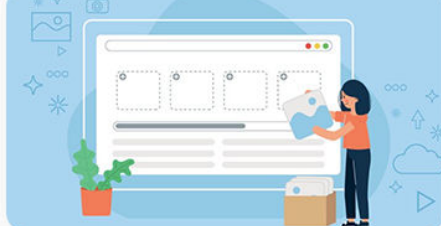
Solution #1

A well-organized, interactive and visually appealing website



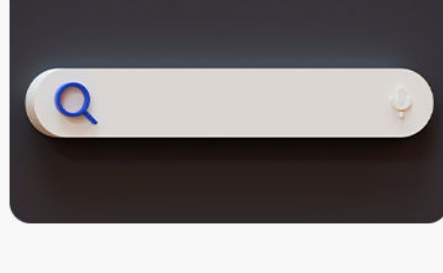
Solution #2

Listing of multiple tools as per categories



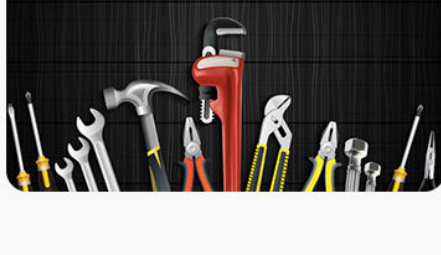
Solution #3

Integration of an advanced search tool



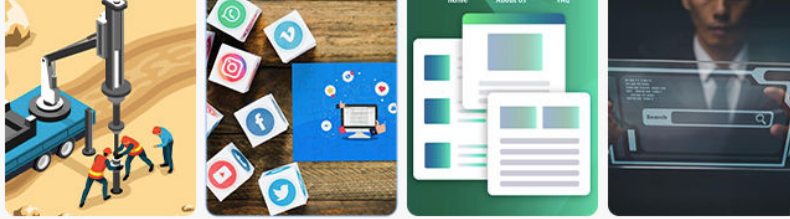
Solution #4

A dedicated Exhibition page with high-quality and high-resolution images



Key Features and Benefits

- Online 'Get Quote' tool integrated
- Social media page integration
- Easy and uncluttered user interface
- Advanced search bar for better user experience

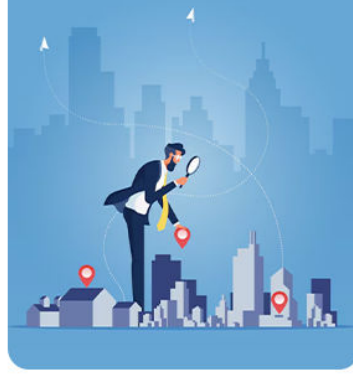


The results

- Smart, smooth and simple user experience
- A fast, secure, highly intuitive website with an attractive layout and design
- Display of all tools with the right description and high-resolution images

Conclusion

- Users have been highly satisfied with the easy-to-use features, attractive design and layout of the website
- The newly designed website runs smoothly across multiple devices without any compatibility issues or technical glitches. This helped to improve user experience
- A satisfied customer base helped the platform to expand itself and add new users. This helped the platform's revenue and growth to increase
- More businesses began to brand through the website for drilling and mining tools. This increased the brand's profitability and revenue.
- More traffic on the website resulted in increased brand awareness and credibility



Ready to take your business to new heights?

Book a meeting with us to understand how we can Digitally Transform your brand

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