

Case Study Drupal Commerce | Eurocentres

EUROCENTRES

Language Learning Worldwide

CLIENT/PROJECT NAME

Eurocentres

PROJECT THEME

Selling Success with
Foreign Languages

THE PROJECT

Selling language study courses
in top travel locations

PLATFORM

- » Drupal 7 for content management
- » Drupal Commerce for sales

MAJOR BENEFITS

- » One platform for the entire website
- » Open for future growth and flexibility

PARTNER

Cando Image (Winterthur)

MARKET

Global

URL

www.eurocentres.com

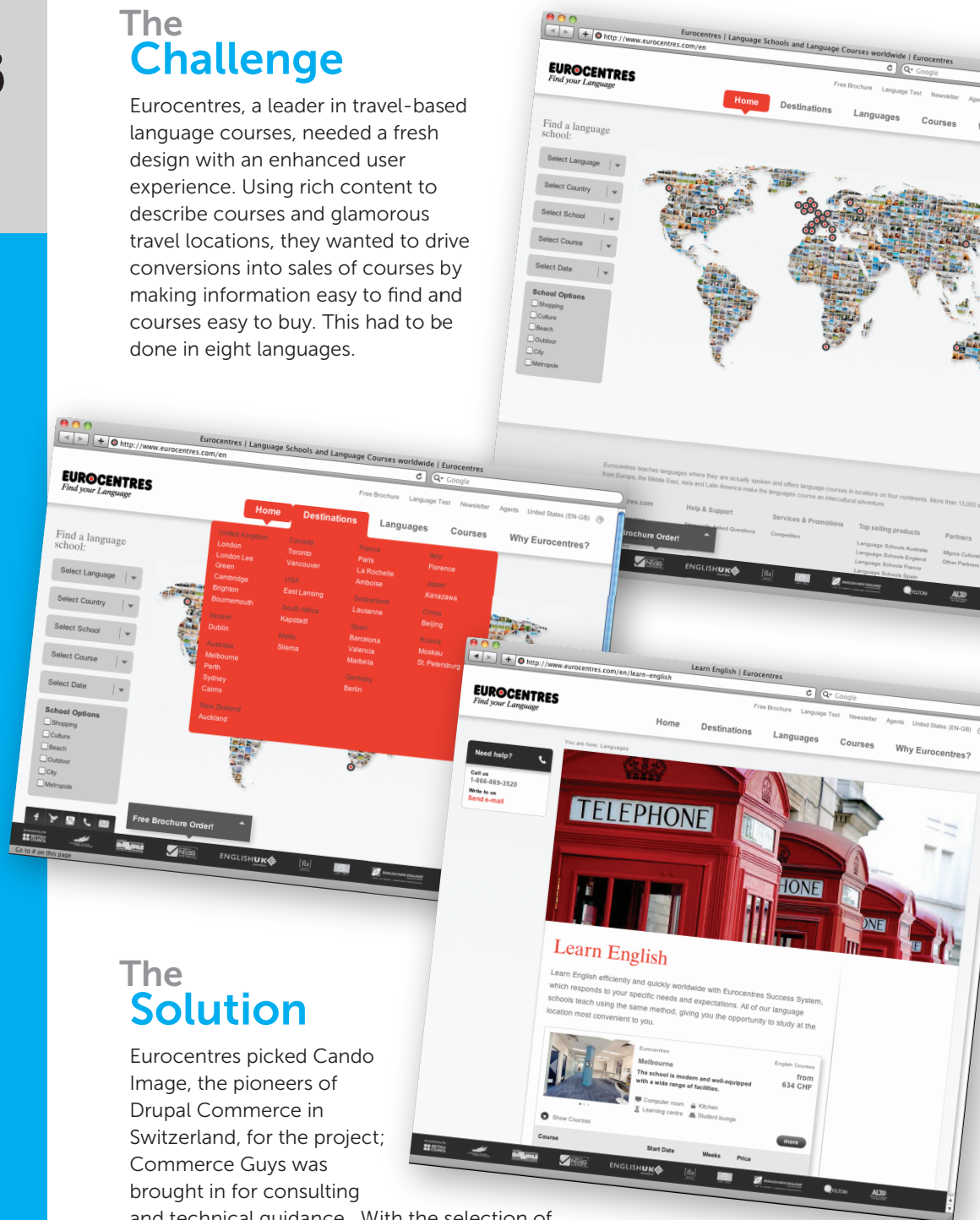


The Challenge

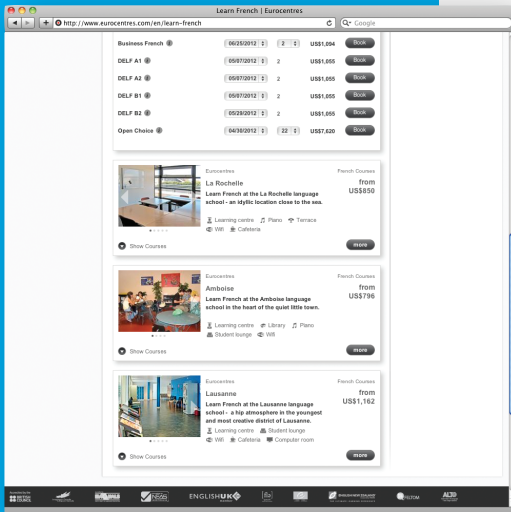
Eurocentres, a leader in travel-based language courses, needed a fresh design with an enhanced user experience. Using rich content to describe courses and glamorous travel locations, they wanted to drive conversions into sales of courses by making information easy to find and courses easy to buy. This had to be done in eight languages.

The Solution

Eurocentres picked Cando Image, the pioneers of Drupal Commerce in Switzerland, for the project; Commerce Guys was brought in for consulting and technical guidance. With the selection of Drupal as a platform, Eurocentres guarantees future flexibility. They can install any of the thousands of modules available for Drupal to extend their site. By keeping content and commerce on one platform with Drupal Commerce, they greatly simplified site management overhead and strengthened the role of content in driving conversions. Language management is the same across content and products.



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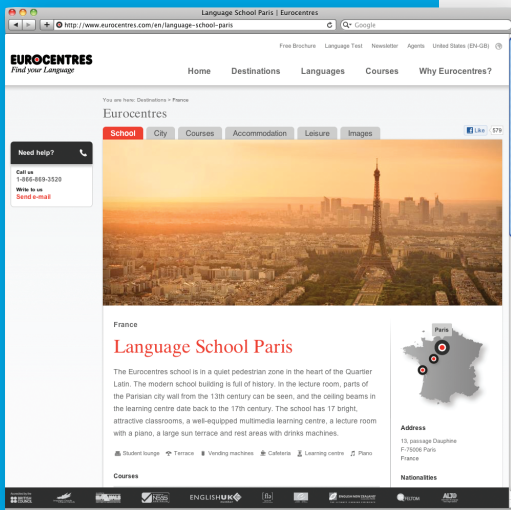
About Eurocentres

Eurocentres is a leader in the language travel industry. Based in Switzerland, the company operates on an international scale, with schools located in four continents and students coming from over 120 countries.



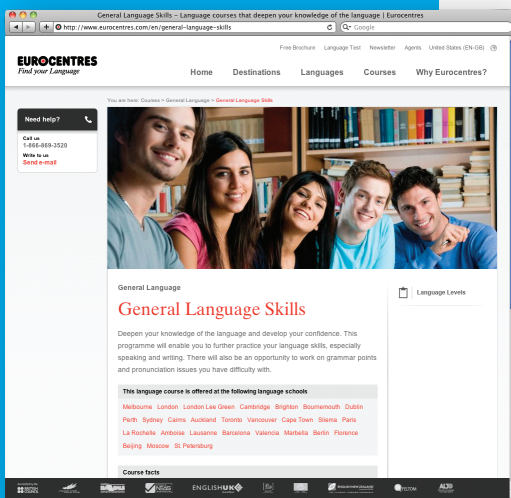
About Cando

Cando Image GmbH (Cando) is a Web agency headquartered in Winterthur, Switzerland. From design to implementation, Cando leads the way to unique Internet-based solutions where user-experience plays a major role.



About Commerce Guys

Commerce Guys, creator of Drupal Commerce, is the leading eCommerce company working with Drupal, a powerful open-source Web infrastructure and social publishing platform. Known for its unprecedented flexibility, scalability, and security, Drupal Commerce offers a range of robust capabilities for conducting modern eCommerce.



The mission at Commerce Guys is to serve Internet merchants by helping them leverage the power of Drupal for their online stores with cutting-edge technology, expertise, and open-source collaboration.



DRUPAL COMMERCE