# **Case Study Drupal Commerce** | Eurocentres

# **EUROCENTRES**

Language Learning Worldwide

# **CLIENT/PROJECT NAME**

# **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

# URL

# commerce a guys

# Challenge Eurocentres, a leader in travel-based

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Find a language

The

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.





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 Internetbased solutions where userexperience plays a major role.

# commerce guys

# About Commerce Guys

Commerce Guys, creator of Drupal Commerce, is the leading eCommerce company working with Drupal, a powerful opensource 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.

