

Fieldings Auctioneers, Stourbridge, are specialist fine art auctioneers that have a wealth of experience in many areas of fine art. Established in 1988, they have focused on providing excellent customer service and the highest level of professionalism.

## THE CHALLENGE

For many years now, auction houses have relied on the printed catalogue to advertise sale items. These days a growing number of auctioneers are looking at the advantages the web can bring to advertise their auctions to a wider audience.

The first challenge from Fieldings was to create something that reflected their unique style and identity. The second was to speed up the process of getting complete online auction listings onto the site. This would provide tangible business benefits to Fieldings, saving time and providing a better service to customers.

## THE SOLUTION

- Develop an easy to use content management system to enable Fieldings' staff to import both written and photographic material onto the website.
- Set up a procedure to import, resize, tag and create thumbnails of sale images as soon as they had been photographed and ensure their immediate visibility on the website.
- Use the technology to reduce the manual effort of getting a complete auction on the website by automating tasks.
- Design an easy to use site that reflected Fieldings' style and branding.
- Implement a rigorous system for the development and testing stages.
- Allow password-protected access to the new site whilst in development and then seamlessly replace the old site when complete.
- Build the site to be searchable by the main search engines.

## THE RESULT

- A Word document is taken from the printers each month containing the 'proofed' sale details and the information is accurately imported into the web database.
- The achieved monthly sale results are imported into a searchable auction archive.

- Website users can request an item condition report and Fieldings' staff can create the report and post it live on the website for other interested parties to view.
- An extensive archive of previous sales items and prices can be imported so that visitors can view the sales history of previously auctioned items.
- Fieldings' staff can select any sale lot for display on the home page.
- The tight monthly schedule can be maintained.

## BENEFITS DELIVERED

Timescale to a sale going live has been reduced and more items can go live in less than half the time taken previously.

Photographs can be continually loaded onto the site so that potential bidders can now view and make decisions on lots from the comfort of their armchair long before the auction.

Time needed to check all the information on the website has been all but eliminated by the use of the 'proofed' auction catalogue document.

## CLIENT SATISFACTION

"Our customers were quick to contact us and offer feedback about the new site, saying how clear and easy it was to use. The ability to search and filter the sale items was much appreciated. Our auctions items are now quick to find their way onto Google."

**Nick Davies - Director,  
Fieldings Auctioneers Limited**

**Our service is bespoke and unique to each client we work for and your satisfaction is our number one priority.**

**We like challenges so if you want to put us to the test please get in touch to arrange a meeting.**

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or call us on Office: 01584 890725**