Investing in the future
RH Hall launches new Website – www.rhhall.com

Since our new financial starting in April, RH Hall has invested around £250,000 in marketing initiatives, including the development of our brand new website. Investment that will directly benefit our customers and dealers alike and bring RH Hall up to a new level of online commercial professionalism.

New website – www.rhhall.com – NOW LIVE

The development of our new website has been in progress since last summer and we have invested £50,000 so far in the project, but we feel it will be money well spent!

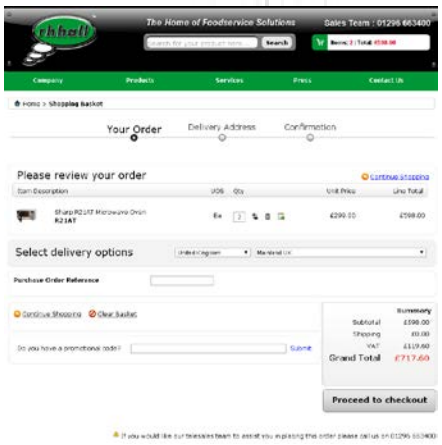
It has been an enormous task behind the scenes to review, update and enhance the existing content – as you can imagine with a portfolio of over 100 leading brands and 10,000+ products it has been no small undertaking! The functionality of the site is paramount and the difference we believe it is already making for both customers and dealers is considerable.

The new site features advanced product details and enhanced search parameters to help you find exactly what you want quickly and easily. All current product and brand brochures are available to view, as will all operating manuals. The content will also include training videos giving advice on how to use equipment and best practice on maintenance and more. Initially this first launch level of the site has full details for only the key brands but work is continuing to expand this content to include all our portfolio of products.

Customers also have advanced back end functionality including order and accounts self-service, improved e-commerce and much more. Further enhancements in final development include spares, warranty calls and create your own catalogue!

Moving with the times, we have introduced a social media aspect to the site and will be able to use this to stream news to dealers and customers. Facebook page and Twitter feed along with a youtube channel presence has all gone live in tandem with the new site launch.

We definitely now have a market leading website for the catering equipment industry.



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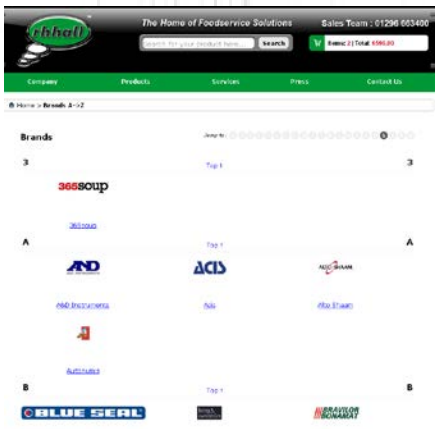

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