Our Customer,

as the global industry grows and shoppers continue to redefine their relationship to jewellery buying, our customer, a Jewellery store in Milan believed that the pandemic has accelerated online shopping for millions of households even as brick and mortar stores saw big slump in business. Our client is a retailer of high-end jewellery who wanted to showcase their latest collection on their website. Our client drew upon Commerce Cloud to have an online presence and personalize their offering.

What they wanted

✓ Implementation of Commerce Cloud as per the nature of business and align client's strategy with the product roadmap.

✓ Provide the customers an enhanced user experience and mobile responsive site leveraging the personalization and responsive features of Commerce Cloud.

✓ Help business and IT stake holders align on priorities, enabling them to create a roadmap for first release and subsequent enhancements.

✓ Integration of PayPal.

What we did

✓ Delivered a seamless omni-channel user experience across desktop, tablet and phone by enhancing the responsive features of the platform.

✓ The new site uses Responsive design, an approach aimed at providing an optimal viewing experience with a minimum of resizing, panning, and scrolling, across multiple view ports (desktops, tablets and mobile devices).

✓ Brought to bear our technical expertise and program management experience to establish a PMO. This ensured all stakeholders were aligned with project goals.

✓ Recommended and implemented enhancements that delivered improved user experience, minimize clicks and optimized checkout process.

✓ Improved overall performance of the site by implementing parallel asynchronous processing and eliminating redundant database requests.

✓ Enhanced the user profile management, favorite product management and international checkout flow.

✓ Coached the clients merchandising team to leverage the latest platform features, and give them greater control over the static content, marketing campaigns and promotions.

Business Value realized by the Customer

✓ Increased conversion Increased conversion resulting in a double digit growth in the revenue generated through online sales.

✓ Business team independently managed the first sale post launch with no involvement of IT team – we helped them adapt quickly