Apexon

LUXURY ACCESSORIES BRAND INCREASES X-BORDER CONVERSIONS WITH REDESIGNED DIGITAL LANDSCAPE

Apexon upgrades legacy commerce platform to enhance the customer experience (CX)

This client is an iconic lifestyle brand that balances aesthetics and utility in its fashionable bag and accessory designs.

Its products are available via its two signature stores and major fashion retailers in the US, as well as globally online. The company was thriving, but it was having difficulty carrying the same brand experience – the balance of aesthetics and utility – to its online store. That's where Apexon stepped in.

Established in 2000

Essential bags and accessories for modern life

Sold online and in-store

THE RESULTS

KEY OUTCOMES

12% RISE IN CONVERSIONS ACROSS THE NEW PAYMENT GATEWAY

EXTENDED REACH TO OVER 104 COUNTRIES

ENHANCED CUSTOMER EXPERIENCE

A POOR OMNI-CHANNEL CUSTOMER EXPERIENCE HURTS EXISTING BUSINESS & LIMITS EXPANSION OPPORTUNITIES

As the online channel grew, the Customer Experience became more and more disconnected. Customer journeys were not streamlined across different touchpoints. There was no direct information flow to and from the customer, making it difficult to be responsive. There were also multiple disruptions at the marketing and management level, hurting customer retention and limiting their global reach.

Some of the biggest contributing factors included:

Store performance was on a decline in terms of digital targeting

The lack of an omnichannel database and platform restricted their move into new international markets

Its legacy version of Salesforce Commerce Cloud (SFCC) lacked some key integrations

Online payment gateways were due for an upgrade and lacking key functionality such as the latest fraud management and security protocols

The manual accumulation and processing of data caused delays in business analysis and decision-making

NEW SALESFORCE ADD-ONS STREAMLINE CUSTOMER JOURNEYS & ENABLE TARGETED MARKETING & PERSONALIZATION

Apexon started by integrating the Flow Commerce cartridge into the client's SFCC instance, creating a localized space for international clients. This enabled a personalized marketing experience for segmented customer bases.

From there, the Apexon team:

Created a modern user experience for relevant information relay and cohesive customer engagement

Integrated the Sailthru email marketing cartridge to deliver automated, personalized and omnichannel digital brand experiences

Upgraded Cybersource for features like device fingerprint and decision manager, enhancing authorization and fraud detection

Automated data imports and exports for real-time analysis

Enabled PayPal for express checkout and access to multiple payment options

Migrated multiple legacy processes to the latest version using SFCC's new job framework

KEY OUTCOMES

With its new and improved digital commerce capabilities, the company saw direct results both domestically and abroad, including:

Reach to over 104 countries

A 12% rise in conversions across the new payment gateway

Faster job builds and completion using out-of-the-box steps

A digital customer experience that delivered and reinforced its core value proposition – aesthetics and utility