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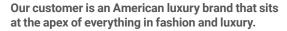
LUXURY DEPARTMENT STORE INCREASES BIG-TICKET ONLINE SALES WITH NEW CUSTOMER EXPERIENCE (CX)

Apexon implements Apple Pay checkout solution to simplify customer purchases and speed fulfillment

Our customer is an American luxury brand that sits at the apex of everything in fashion and luxury.

The retailer of high-end apparel depends on its ability to provide a highly personal and exclusive shopping experience to its premium-paying customers. While its stores are well-known for these experiences, particularly its "Private Sales" for preferred customers, its eCommerce platform fell short in that regard. This company engaged Apexon to help assess its platform and look for opportunities to deliver the same high-end brand experience its customers had in its stores. Specifically, the retailer wanted to implement Apple Pay on its PDP, Mini-Cart and Cart pages.

An iconic American luxury brand

Founded in New York City

Known for personal, high-end shopping experiences

Over a dozen store in Japan including more than 35 stores in the home country US

THE CUSTOMER JOURNEY

2014	2015	2016	2017	2018-2019
• Salesforce Commerce Cloud Support • Personalization based on customer segmentation	• Re-platform current sites from Demandware to Oracle Commerce 11.1 • Integrations with Serenade (OMS), PIM system, new middleware	• Completed Oracle Commerce re-platforming • Site enhancements and site support	• Implementation of ThyRegistry • Site enhancements and site support	• ThyRegistry Support

KEY OUTCOMES

35% INCREASE IN PRIVATE SALE CATEGORY WITHIN 2 WEEKS OF LAUNCH

SEAMLESS TRANSITION FROM THE STORES TO ECOMMERCE

REDUCED DELIVERY TIMELINES

REDUCTION IN OVERALL SUPPORT COST BY 40%

THE CHALLENGE

LEVERAGE TECHNOLOGY TO SIMPLIFY CUSTOMER CHECKOUT PROCESS

This luxury department store wanted to combine access to its Private Sale products and seasonal catalogues online through a single-cart checkout. But the core capabilities to make this transition were missing from the brand's commerce platform:

There were no accessibility controls in place to segregate preferred customers

The eCommerce site lacked integrations to host an exclusive Private Sale like the brand's physical stores

No personalized shopping services could be offered to a select group of the audience

Implementation of delivery schedules and geographical events required IT intervention, delaying the entire process

The overall support process faced inefficiencies with unmet SLAs

Any capacity upgrade had to be addressed with additional platform development

Disrupted customer journey led to increased support costs

Business teams were dependent on tech to manage their campaigns, sales, and promotions

INTEGRATING APPLE PAY CHECKOUT ELEVATES THE OVERALL CUSTOMER EXPERIENCE

Apexon created a multi-touchpoint customer experience for the company that allowed for access validation at every step of the purchase process. The Apexon team created a capability within the platform that enabled easy segmentation recognition of premium buyers so that the company could automatically personalize their offerings. The Apexon team also leveraged its technical expertise and program management experience to establish a PMO. This ensured all stakeholders were aligned with project goals.

The solution included several key highlights:

An exclusive Private Sale feature that mimicked the store experience with selective access for premium customers

Integrated Apple Pay checkout with the PDP, Mini-Cart and the Cart pages

A seamless omni-channel user experience across desktop, tablet and phone by enhancing the responsive features of the platform

Streamlined checkout process for the purchase of both exclusive and seasonal products through a single cart

Same-day delivery for the high-ticket customers based on time, day, product, address, and segment

Training of the business team to independently manage delivery scheduling and event availability without any added IT support

A click-and-change process for any location updates within the delivery system

Recommendation and implementation of enhancements to improve the user experience, minimize clicks, and optimize checkout

Improvement of overall performance of the site by implementing parallel asynchronous processing and eliminating redundant database requests

Coaching the client merchandising team to leverage the latest platform features, and enable greater control over static content, marketing campaigns, and promotions

OUTCOMES

With the integrated Apple Pay checkout solution now in place, this company was able to gate its exclusive status and offerings, thus retaining its personalized approach for high-end clients.

Specific outcomes include:

Increased conversion resulting in a 35% increase in the revenue generated through online Private Sales within two weeks of launch

Precipitated sales directly from PDP resulting in increased sales compared to single product orders involving the shopping cart

The business team independently managed the first sale post launch with no involvement of IT team

Reduced the entire checkout process to a single-click operation for users of Apple devices, improving overall conversion rate and leading to more substantial impulse-driven sales

Increased margins and conversion rates on mobile order placement for iPhone and iPad users

Provided the business a competitive edge in the eCommerce domain which is increasingly prioritizing a mobile-first user experience

Improved the brand's user-centric image and boosted trust in its business ethos geared towards leveraging the latest developments in technology to optimize user experience

Reduced delivery timelines during the holiday season with same-day options

Delivered an average of 5+ new features per month, with no rollbacks for over 12 months

Reduced overall support cost by 40%

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