



SUCCESS STORY RETAIL

LUXURY LIFESTYLE BRAND MODERNIZES SYSTEMS FOR SEAMLESS CUSTOMER EXPERIENCE

Apexon redefines the customer journey through a revamped eCommerce experience



Our customer is a global luxury brand inspired by the signature style of its founder, Aerin Lauder. The brand promotes effortless living through its fashion, beauty, and décor offerings.

Headquartered in New York, AERIN operates four signature stores of its own, while also making its products available online and through select retailers. As the company grew and expanded its offerings and distribution, it needed to upgrade its Salesforce Commerce Cloud (SFCC) platform to ensure a seamless experience across the customer journey. Apexon was engaged to upgrade its eCommerce site to align the customer experience with brand expectations.



Global lifestyle retail brand



Four signature retail stores in the us



Products sold in 46 markets around the world

THE RESULTS

KEY OUTCOMES



**IMPROVED UX ENHANCING
CUSTOMER ENGAGEMENT**



**REDUCED CUSTOMER
WAIT TIME**



**OPTIMIZED PLATFORM
MAINTENANCE COSTS**



**A SELF-SERVICE PLATFORM
TO SUPPORT EXPANSION**

THE CHALLENGE

TECHNOLOGY COMPLEXITY IMPEDES GLOBAL COLLABORATION

The platform of this company was originally built using the SFCC Pipeline version (formerly known as Demandware), which uses specific templates for cross-device compatibility. As the business expanded, this rendered an inconsistent experience across channels, disrupting the customer journey and negatively impacting the brand experience.

The company needed to upgrade its Salesforce Commerce Cloud (SFCC) eCommerce platform to stay continuously accessible for its premium customers. Specifically:



The ecommerce platform lacked multiple features, which required complex third-party integrations



The legacy system and outdated design created a prolonged customer checkout process



Site performance and accessibility needed to be delivered on-demand



A significant update in the form of the Storefront Reference Architecture (SFRA) was due that leveraged a mobile-first approach for the modern customer



SFRA's image service capabilities would replace the third-party services, allowing tangible cost reductions

THE SOLUTION

CUSTOMIZED ECOMMERCE SITE FOR IMPROVED CUSTOMER EXPERIENCE

The Apexon team facilitated the development of a customized eCommerce site that streamlined the buying experience to align the customer experience with the company's brand value proposition. Apexon successfully:



Upgraded the SFCC version to SFRA, delivering a more responsive environment



Completely redesigned and restructured the site design for a condensed view on any device



Integrated single-page checkout that optimized shopper conversion rates



Utilized SFCC's DIS (Dynamic Imaging Service) for product imagery across the site, thus building an information-rich catalogue that enhanced the shopping experience



Reduced page loading time and improved site accessibility holistically

KEY OUTCOMES

Apexon leveraged its deep expertise with the Salesforce platform to help the company capitalize on the potential of its luxury brand in both its signature retail stores and in 46 markets across the world.



An enhanced online user experience increased average customer engagement time on its site pages by 22%



The new site experience reduced wait time on product listing pages by 20% on average



The revamped platform optimized costs across the portal by eliminating the need for integration with third-party applications



The self-service platform positioned AERIN for fast flexible expansion in the future



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FEELING SOCIAL?

