

TWO SALES CHANNELS, ONE EXPERIENCE



Capgemini helped a furniture-design company upgrade its commerce platform to deliver more engaging B2B and B2C customer experiences

The Challenge

To build a seamless customer experience, a furniture-design company needed to update its commerce platform to serve both B2C and B2B markets. It needed to upgrade its commerce platform to enhance inventory insights, create dedicated content, and implement flexible pricing models.

The Solution

Capgemini worked with the innovative design company to implement a new Adobe Commerce platform across both B2C and B2B sales models. The new B2C portal makes it easier and more engaging for shoppers to customize furniture through a new online configurator while the new B2B design allows resellers to more easily browse the catalogue and online inventory and view spec sheets.

The Outcome

After implementing the new Adobe Commerce Platform, the furniture design company saw a 331 percent growth of web traffic and a 104 percent increase of conversion rates—resulting in a 74 percent increase in year-over-year sales. Just as importantly, the upgrade also made it easier to expand into new markets, allowing the company to launch new portals for Australia and Mexico—once again, expanding its reach.

331%



WEB TRAFFIC

104%



CONVERSION RATES

74%



YEAR-OVER-YEAR SALES

TECHNOLOGY SOLUTIONS:

ADOBE COMMERCE CLOUD

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion (about \$21 billion USD at 2021 average rate).

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