

A MORE RESPONSIVE ONLINE PRESENCE



Capgemini helped a boutique home-goods brand respond better to growth opportunities

The Challenge

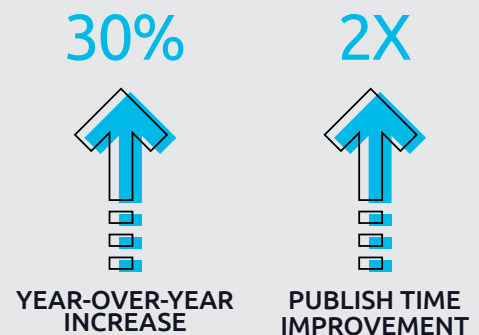
A small but growing boutique home-goods brand realized that its custom-built website was not adaptive and responsive enough to meet growing customer expectations. Changes to products, pricing, or offers would take the engineering team hours to implement - preventing the marketing team from delivering personalized, relevant offers to customers.

The Solution

Capgemini worked with the brand to rebuild its online presence to be more adaptive and flexible to customer needs. The site is powered by Adobe Commerce, allowing the company to consolidate all its backend systems to provide a 360-degree view of the customer across commerce, marketing, sales, and service. The new system also allowed the company to add innovative new customer-experience features such as international shipping, mobile payment options, and custom orders while giving developers the flexibility to make changes and add landing pages quickly as opportunities arise.

The Outcome

The new mobile-optimized experience has resulted in 30 percent year-over-year increase in mobile conversions, a 2x improvement in time to publish and has positioned the company and commerce team to take advantage of creative growth opportunities in the future.



TECHNOLOGY SOLUTIONS:

ADOBE AUDIENCE MANAGER

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).