

# Enhanced eCommerce with Tech Solutions

for Leading Furniture Manufacturer

## Client Overview

The client is one of the largest home furniture manufacturers & retailers in the world, with major manufacturing facilities in the United States and abroad. They supply furniture to over 6,000 retail partners in 123 countries, and deliver over 30 million pieces of furniture annually.

## The Business Situation

The client had a business imperative to modernize their eCommerce systems by enhancing functionalities, redesigning customer facing web pages, and improving SEO. These changes were to drive top ranking in search engine results, better website performance, increase in website traffic, seamless shopping experience, and in turn, an uptick in sales. So, they required development & maintenance services for new features, enhancement of existing ones, and integration with their ERP systems and 3<sup>rd</sup> party services.

## The Solution

Several eCommerce capabilities were either created anew or enhanced, including but not limited to:

- SEO-friendly Faceted Navigation
  - Core development, cross-functional team effort with heavy lift & shift
  - Out of the box features & several customizations to Salesforce Commerce Cloud (SFCC)
  - SEO for content, categories, products, URLs, etc.
- Online Furniture Protection Plans
- Website Redesign (multiple iterations)
- New Delivery Methods
  - Free doorstep delivery, customer pickup warehouse, conditional home delivery
- Customer Data Platform (CDP) Dashboard
- Google Marketplace Pricing Features
- New Billing & Payment Interface
- Product Bundles & Packages
- AskAshley - Global Help Center
- Digital Services
  - Live chat, hot line numbers, appointment scheduling, order/delivery tracking, etc.
- Creation & Configuration of Static Website
- Centralized App Configuration Service (for microservices)
- Introduction of Azure Serverless functions
- New Web Application - Ashley Inventory, for detailed reporting, analysis, forecasting
- New EDI 846 Web API Application integrated with Azure API Management (APIM)
- Integration of Product Information Management (PIM) system with Bluecore (email marketing)
- Integration of Products with Amazon (30+ templates, 170+ fields each), Overstock, Big Lots, etc.
  - Automation tool for product content syndication

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## Challenges

- Traditional website design, navigation
- Sub optimal website performance, user experience
- Insufficient Search Engine Optimization
- Lack of detailed reporting and analytics
- No integration with other in-house s/w, 3<sup>rd</sup> party vendors/services
- High maintenance due to separate management of each application/service
- Lack of digital services like Live Chat
- No provision for modern services like new delivery modes, online protection plans

## Solution Highlights

- Complete website redesign with modern navigation, responsive design
- Implementation of static website, Azure Serverless
- Human-centric, intuitive interfaces for enhanced UX
- High on-page & off-page SEO
- CDP dashboard, web app for analytics
- Integration of eCommerce systems with inhouse & 3<sup>rd</sup> party s/w
- Centralized management of applications/services
- Modern services like new delivery methods, digital services

## Solution Outcomes

- Drastic improvement in website traffic & conversion rate, leading to increase in revenue
- Savings of 12K\$/year in server hardware/running/maintenance costs
- Higher productivity due to reduced human effort/errors through automation tools
- High website performance with 24x7 availability
- Cross browser, cross platform (desktop, mobile) compatibility
- Enhanced customer journey with minimal friction, seamless UX