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Capgemini creates personalized, data-driven ecommerce initiative for FILA

Digital transformation project helps the iconic retailer see a 212% spike in year-to-date revenue

Paris and New York – November 10, 2020 – Capgemini today announced a successful eCommerce initiative for the US website of FILA, a leading sportswear designer and manufacturer. FILA selected Capgemini for its expertise in digital marketing, ecommerce, experience design, application integration, and support services. Built on Salesforce Commerce Cloud, the site also leverages Salesforce Service Cloud and MuleSoft to integrate the digital ecosystem.

Founded in Italy over 100 years ago, FILA has evolved into one of the world's most innovative sports lifestyle brands. Due to the pandemic and evolving times, FILA needed to shift its primary mode of selling from the distributors to the end customers online. The previous digital strategy created visibility only at certain points of the year and lacked a consistent connection with consumers. Correspondingly, the digital channel siloed content and its analytics were not optimized to drive sales.

With a clear view of what its customers were doing online, and a better understanding of how to optimize consumer engagement, the revamped FILA.com now offers customers an efficient and customized digital shopping experience, based on the insights gleaned from the platform. New bold and dynamic design engages with customers across the homepage and individual product display pages (PDPs). The designs were launched in short sprints in order to get to market faster.

"Capgemini is an extremely valuable partner that quickly implemented a strategic digital transformation solution that has already resulted in a 212 percent growth in year-to-date revenue," said Dawn Trenson, Vice President of eCommerce at FILA. *"Their digital customer experience team and expertise in Salesforce and MuleSoft resulted in a thoughtful optimization approach aligned with our brand's vision and created an updated site that reflects our ethos and connects with our customers in new and exciting ways."*

Through an initial audit of FILA's SEO and analytics strategy, Capgemini's Digital Customer Experience experts revealed a series of disparate systems. To resolve this, analysts implemented self-service tracking capabilities and trained the team on best practices. Then the Capgemini team augmented the site's brand voice to align with its marketing materials and enforce real-time optimizations. These efforts led to a 164 percent increase in FILA's year-to-date conversion rate.

An integral piece to the FILA engagement also includes the introduction of a new content design system that includes stories sourced from marketing directly into the site experience. By using MuleSoft, IT teams can establish a 360-degree view of the customer by quickly unlocking and unifying data from disparate systems through API-led connectivity. These approaches drive flexibility and speed-to-market of campaigns, so FILA is better positioned to connect with its customers, delivering relevant content, at the right moment in the buying journey.

"FILA understands the need to go Direct to Consumer (D2C) in the current context and the importance of personalized customer experience online." said Darshan Shankavaram, Head of the Global Digital Customer Experience Practice at Capgemini. *"With Capgemini's support, FILA created a robust and rich experience*

across the shopping life cycle of the customer, including marketing and service, which helped them realize the full potential of the commerce platform."

As a Salesforce Global Strategic Consulting Partner, Capgemini's capabilities and solutions portfolio have grown to meet the digital customer experience needs of clients around the world, enabling them to achieve innovation and competitiveness. Capgemini received the inaugural 'Commerce Cloud Partner Trailblazer Award for B2C' in the 2019 Salesforce Lightning Bolt Trailblazer Awards. Capgemini's MuleSoft practice also received the MuleSoft Global Practice Development Partner of the Year 2020.

About Capgemini
Capgemini is a global leader in consulting, digital transformation, technology, and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. A responsible and multicultural company of 265,000 people in nearly 50 countries, Capgemini's purpose is to unleash human energy through technology for an inclusive and sustainable future. With Altran, the Group reported 2019 combined global revenues of €17 billion.

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