



# Furnished for success

Capgemini builds a complete omnichannel solution for a furniture visionary



**Location:** North America

**Industry:** Furniture retail

**Technology and services**

- Digital marketing
- Magento Enterprise Edition implementation
- Application hosting
- Customized point-of-sale system
- Microsoft Dynamics GP
- 10-plus integrations and enhancements

Founded in 1997, this client combines bold, innovative products with a commitment to bring good design to as many people as possible through beautiful, high-quality furniture.

In 2008, the company opened its first store in New York City. Fast-forward two years and the time had come to establish a presence online and seek new growth opportunities. The client partnered with Capgemini in 2010 to build an engaging, brand-centric digital experience that enabled customers to access its furniture from any device.



## Unique challenges for a unique brand

Furniture shopping is a very hands-on experience. Customers quickly fall in love with the client's furniture when they see the designs in retail showrooms and physically interact with the products. Its digital experience needed to be as engaging and unique as its stores and showrooms.

As a modern, digitally savvy company, the company knew that many of its customers research furniture online before going into a store to complete the purchase. However, the business had no way to leverage this digital data: its existing store point-of-sale (PoS) system limited inventory and customer data visibility and required a separate ERP integration.

Furthermore, the client's business extended beyond the B2C market. Its B2B and trade customers (architects, interior designers, etc.) had specialized digital needs that required specialized digital solutions. These professional buyers expected simple transactions, enhanced inventory insight, B2B-specific content, and support for unique pricing models.



## Constructing a new digital experience

Capgemini was first engaged to launch, host, and support the client's debut eCommerce site on the Magento Enterprise commerce platform. Since then, Capgemini engineers have worked to continuously test, optimize, and implement these digital solutions.

The core of the experience revolves around customer/product interaction. The site leverages a furniture configurator that enables customers to adjust finishes, materials, and color choices in real-time and on any device.

Following the initial site launch, Capgemini dove in to address the client's complex B2B and trade needs. The resulting experience enables dealers, designers, and retail partners to see real-time inventory levels, view spec sheets, access assembly guides, and easily purchase furniture in a login-protected portal. These user-specific portals enhance security and support customers' various business rules, pricing structures, and payment options.

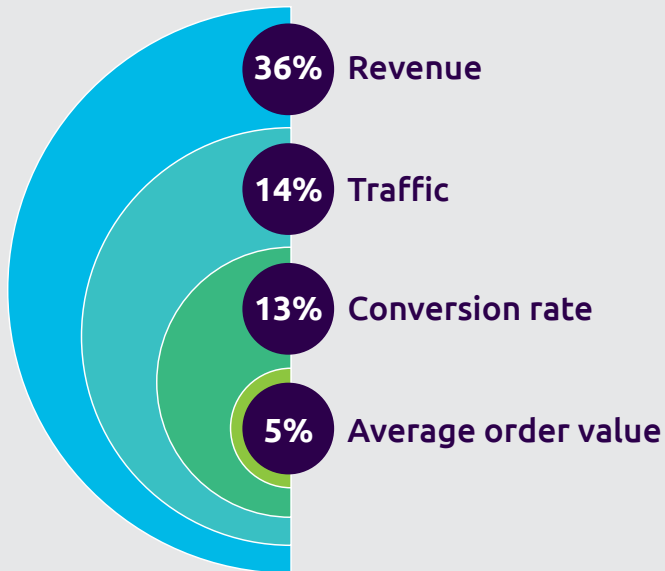
These sophisticated B2C and B2B digital experiences enabled the client to rapidly expand its physical store footprint. With more locations scheduled to open, the client knew it was time to upgrade its POS technology and take this in-store experience to a new level. With Capgemini, the client implemented a robust new system that allows in-store associates to browse the company's complete inventory, locate items across the country, and process orders from anywhere on the sales floor – all from the convenience of an iPad.



## A more comfortable path forward

Throughout its multi-year partnership with Capgemini, the client has evolved into a truly cutting-edge omnichannel business. Innovative functionality, complex capabilities, and critical optimizations and testing have driven the brand to increase traffic and enhance conversion.

### Year-over-year growth: 2019



The client has re-designed how it engages and interacts with customers through its new, integrated PoS system. Customers are known no matter how they interact with the client or where they are in the customer journey.





## About Capgemini

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Note: current conversion is €1 to \$1.09 (4/1/20)

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