



CAPGEMINI CASE STUDY

Building a Customer-First Digital Experience

Capgemini Brings Chicco's Style and Expertise Front and Center

Chicco is a renowned global expert and retailer for everything baby. Founded in Italy in 1958, the brand represents a rich legacy of product quality, innovation, and style. Beyond its sharply designed car seats and strollers, Chicco's passion for knowledge helps inform and guide new parents in their quest to provide the best for their children.

HIGHLIGHTS

Capgemini Services

- Digital Marketing
- Experience Design
- Commerce Implementations
- Commerce Realized

Commerce Platform

- Salesforce Commerce Cloud

Key Integrations

- Storefront Cartridge Update
- Bazaarvoice

CHALLENGE

Chicco brings more to the table than just sleek and stylish products. Thanks to decades of research and innovation, Chicco had the data and knowledge to help new parents keep their children safe and secure from pregnancy through early childhood. Chicco's customer research showed their digital visitors were crying out for information from the earliest stages of their shopping journey. Instead, they were greeted with products and promotions.

These products and promotions all lived on their own pages, and users had no way to compare selections and find the right choice for their needs. This forced shoppers to open multiple product pages and "pogo stick" between them to compare and contrast features in hopes of finding the perfect car seat or stroller for their specific needs.

The site's previous design understated the expertise and rich tradition of the brand. Outdated aesthetics and a lack of storytelling elements ran counter to Chicco's fashion-forward heritage. At a more granular level, copy, content, and promotions on the U.S. site did not address the nuances and needs of the brand's market.

Operationally, the legacy site was built ad hoc and relied on excessive customizations to keep it up and running. Content was hard-coded, requiring developer resources to make even the smallest changes. Chicco's separate, non-responsive mobile site was designed differently and totally disconnected from the desktop experience. Lastly, nothing about the legacy site was optimized for SEO and driving organic traffic.

SOLUTION

Capgemini imagined a new on-brand digital experience for Chicco to help enhance the brand's image as an industry visionary and guide new parents from gathering basic information on how to mount a car seat through buying the perfect product for their child.

The Capgemini Experience Design team created a fresh, modern site with classic, refined fonts and colors that embody the Chicco brand. From the homepage on down, the site engages shoppers along every step of their journey. All new templates and product pages provide the perfect backdrop for this overall journey engagement

model, arming shoppers with the vital information they need before presenting them with product options.

To drive engagement and make the experience even more intuitive for new parents, Capgemini optimized the brand's SEO strategy to enhance organic visibility and custombuilt guided selling content and functionality to support the brand's two most popular product categories: car seats and strollers. Shoppers add their child's age, height, and weight, and Chicco supplies helpful tips and considerations specific to these unique inputs. With one click, customers can view a lineup of Chicco products that match their exact needs.

Fashion is a major motivation behind Chicco's innovative products, so Capgemini built all-new fashion-centric pages to highlight the brand's stylish nous. The pages are functional as well as fashionable: every design is fully shoppable, allowing customers to filter products by color, collection, and other variables.

Capgemini implemented the newly designed, fully responsive site on Salesforce Commerce Cloud, eliminating the need for a separate mobile site and creating a seamless experience across channels and devices. This upgrade enables Chicco business users to control the new experience instead of relying on expensive developer resources to make simple changes.



OUTCOME

Launched under budget and ahead of schedule, the new site is a success for Chicco. Modern, mobile-savvy parents are immersed in the heritage and style that make up the core of the Chicco brand, and have immediate access to a trove of valuable information to help them make the best decisions possible for their young children. This guided selling strategy has driven a 33% uptick in Average Order Value and a 20% boost to conversion rates.

This focus on the customer journey resulted in the site winning "Best in Category" at the prestigious Horizon Interactive Awards, recognizing the phenomenal collaboration and understanding at the base of Capgemini and Chicco's partnership SEO optimizations.

RESULTS

Growth Since Launch

- 35%** - Revenue
- 33%** - Average Order Value
- 20%** - Conversion Rate

Guided Selling Engagement

- 12%** - Sessions Viewing 'Choose a Car Seat' Page
- 18%** - Sessions Viewing 'Choose a Stroller' Page

"We were looking for a partner that could go beyond simply implementing a new commerce platform. Capgemini kept our business and customer needs at the forefront, and that approach has made all the difference."

Stephanie Sutton

Digital Marketing Manager, Chicco

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini 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. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

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