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## Capgemini's LYONSCG designs the 'perfect fit' for NYDJ's e-commerce site

### *LYONSCG's multi-cloud solution boosts revenue 33 percent*

Chicago – September 20, 2018 – [Lyons Consulting Group](#) (LYONSCG), part of [Capgemini](#), today announced its engagement with California-based women's denim and apparel brand NYDJ. LYONSCG provided digital marketing, design, consulting and support services, including implementations of Salesforce Commerce Cloud and Marketing Cloud for the new website: [www.nydj.com](http://www.nydj.com). Following its launch, the site saw an 11 percent increase in organic traffic leading to a 33 percent boost in year-over-year organic revenue.

*"We have completely transformed our digital business, and we are happy to see impressive post-launch metrics that reflect our efforts,"* said Julie Ting, VP Direct to Consumer at NYDJ. *"Our customers crave a personalized, intuitive shopping experience when looking for the perfect pair of jeans. LYONSCG delivered on that expectation by building and designing a multi-cloud experience to support our vision."*

With Salesforce Commerce Cloud as its foundation, NYDJ now has a streamlined and modern e-commerce solution equipped with a more responsive customer service team, and the ability to update and deploy campaign content with minimal lead time. The site is designed with the NYDJ shopper in mind, and curates recommendations based on customer behavior and preferred shopping channel.

NYDJ is a brand that values customer intimacy, innovation and community. With its previous email service provider, NYDJ had a collection of fragmented customer data, and was not able to personalize its shopping journeys. LYONSCG implemented Salesforce Marketing Cloud and transformed the way NYDJ gleaned insight into its customers. Now, NYDJ has a 360-degree profile of its customers to better connect with them at relevant moments in their shopping journey. LYONSCG designers helped formalize a Marketing Cloud implementation process by creating templates for NYDJ's marketing, commercial and transactional emails.

The project seamlessly integrates Salesforce Commerce Cloud with Marketing Cloud and utilizes a partial set of [LYONSCG's Unified Retail Accelerator](#) functionality. Features included in this integration, like the Unified Profile Center and Responsive Transactional Emails, are key value drivers for NYDJ's digital experience.

LYONSCG's Unified Retail Accelerator is part of Capgemini's diverse commerce portfolio comprising expert capabilities, alliance relationships and deep industry experience to deliver end-to-end technology and business solutions for retailers throughout their transformation journey. Capgemini has been a global strategic consulting partner with Salesforce for more than 10 years. Its client success has positioned it in the [Winner's Circle by HfS for Salesforce Services 2017](#).

*"NYDJ is raising the bar when it comes to creating enriched, connected customer shopping journeys,"* said Rich Lyons, CEO and President of LYONSCG, part of the Capgemini Group. *"Our connected commerce solution*

*included several complex technology integrations, enabling a more engaging experience for NYDJ's customers."*

NYDJ is a denim and apparel brand designed to make women feel fabulous, confident, and amazing. Believing that "Fit is Everything," NYDJ is renowned for pioneering fit technology in denim and an inclusive size range that spans petite, plus, tall, and maternity so every woman can enjoy comfortable, flattering jeans that feel like they were made just for her.

LYONSCG and NYDJ will be speaking at Dreamforce, the most innovative software conference of the year. Stop by Booth #918 in San Francisco's Moscone Center September 25-28 to learn more about this innovative project.

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### **About Lyons Consulting Group**

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG is a partner of Salesforce Commerce Cloud, SAP Hybris, and Magento; is a recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards, and Magento Partner Excellence and Magento Innovator of the Year awards. For more information, go to [www.lyonscg.com](http://www.lyonscg.com).

### **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 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion (about \$14.4 billion USD at 2017 average rate).

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