



To continue growing rapidly in North America, manufacturer Legrand gave consumers not only the ability to research its products online, but to buy them direct—in just four months.



Founded: 1860 • **Employees:** 36,000 • **Revenues:** €4.809 billion (2015)
North American headquarters: 60 Woodlawn St. West Hartford, CT 06110
legrand.us

Legrand is a global specialist in electrical and digital solutions for buildings of all kinds, with presence in more than 80 countries. Although over half of its business in North America is in commercial and industrial sectors, Legrand is rapidly expanding into the consumer market. After working with valued Sitecore® partner, Engagency, on previous Sitecore projects, Legrand once again trusted Engagency to lead their e-commerce initiatives and enable the first direct-to-consumer sales in Legrand’s 156-year history. The online commerce capabilities allow consumers to browse and specify products, add them to a shopping cart, and then have a seamless checkout experience—all without leaving the Legrand site.

Matching customer expectations and experience

Legrand’s adorne® collection was the first to be sold direct to customers online. These stylish light switches, lighting controls, electrical outlets, and USB wall chargers are a designer’s dream, adding elegant finishing touches to every room in the home.

Previously, US customers wanting to buy the adorne collection were directed from the Legrand website to a channel partner’s site or store location. This created “a disconnection between the sleek, stylish product presentation on Legrand’s site and a utilitarian purchase experience,” says Jason Perry, president and CEO of Sitecore partner Engagency. Shopping was inconvenient and sales were lost.

With Engagency’s help, Kevin Vallez, Legrand’s eCommerce director, adds, “By creating a mood and style that permeates the end-to-end shopping experience, we are validating the customer’s appreciation of aesthetics and attention to detail.”

Challenge

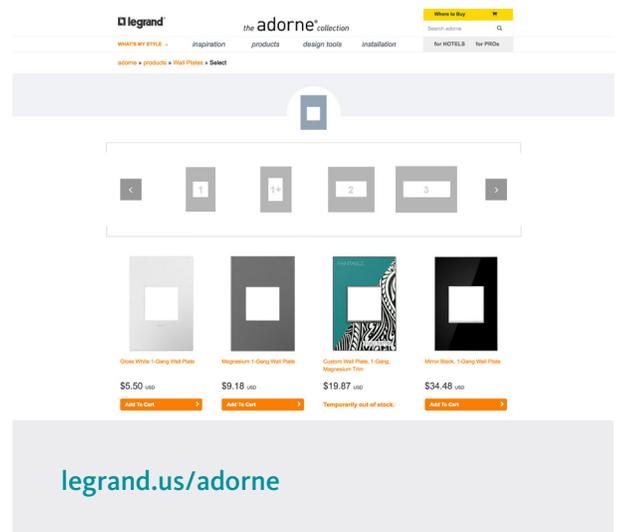
- **Build revenues** through Legrand’s direct-to-consumer channels, in addition to existing retail partners
- **Enhance the Legrand brand** with a creative digital experience that builds consumer awareness and affinity
- **Meet time-to-market urgency** in a fast launch
- **Minimize technology complexity** with a common platform to support all sites

Solution

- Sitecore® Experience Platform™ 7.5
- uCommerce
- Pardot

Results

- **Sales success:** Enabled company’s first-ever direct sales; online sales consistently exceed expectation
- **Streamlined, brand-boosting buying experience:** Increased consumer engagement and customer satisfaction
- **New efficiencies and cost savings from standardization:** Eight Legrand websites and 12 brands now run on Sitecore
- **Fast time-to-market achieved:** The new commerce site launched in just four months



Embedding the shopping experience

The Engagency team built a solution that integrates .NET-based uCommerce into the Sitecore platform. “uCommerce works seamlessly with Sitecore, allowing us to completely customize the commerce experience,” Perry says, “Sitecore brings a third dimension of online commerce—marketing automation and hyper-personalization—while merging data from multiple tools, to guide customers down the path to conversion.”

Sales within minutes of going live

A streamlined, user-friendly buying experience was created for Legrand in just four months from start to finish—significantly faster than the industry standard. Since going live, sales of the adorne collection and other products now sold direct-to-consumer have exceeded expectations. More important, Legrand has established a new level of consumer engagement while increasing overall customer satisfaction.

“We wanted a convenient buying experience that reflected the attention to detail we put into every product,” says Vallez. “Our launch of the adorne collection marked the start of a whole new chapter in Legrand’s customer relationships.”

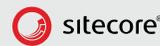
Standardizing on Sitecore

Beyond the e-commerce launch, Legrand has gained numerous benefits from Sitecore, which the company first deployed in 2008. “Prior to Sitecore we had several different websites running on different platforms, and spent a lot of time and money to maintain them,” Vallez recalls. “We merged everything onto Sitecore, Legrand’s common content management platform.”

As a result, Legrand has realized significant efficiencies and time-to-market improvements for its digital properties. It currently runs eight sites and 12 brands on Sitecore. “These used to be separate businesses and have become product lines under Legrand,” he explains. “Having Sitecore as a single CMS has allowed us not only to have a single platform for multiple brands. We’re constantly acquiring new companies. Our first step is to get them onto the Sitecore platform. Then, if we want to merge these new brands onto our flagship site, they’re ready to go. That transition is so much easier with Sitecore.”

The efficiencies extend to the teams working on Legrand’s digital presence. Vallez can scale teams up or down to meet any deadline or requirement. “We are standardizing on similar Sitecore templates, to leverage that work across multiple sites,” he concludes. All members of the team are trained on Sitecore and can support any of the businesses on the platform.

Certified
Implementation
Partner



Engagency specializes in Sitecore content, commerce, and digital marketing solutions. They integrate custom applications and enterprise systems with Sitecore to build digital experiences that are responsive, helpful, and relevant.

Services offered

- Sitecore consulting
- Sitecore solution architecture
- Sitecore implementation
- eCommerce implementation
- Sitecore managed services
- 24x7 Sitecore support
- Sitecore upgrades
- Sitecore agency services
- Co-development & training
- Sitecore user training

Industries served

- Advertising and marketing
- Manufacturing
- Financial services
- Healthcare
- Hospitality and leisure
- Consumer products & services
- Energy and natural resources
- Transportation
- Higher education
- Nonprofit

Size

10 employees

Headquarters

3001 South Lamar Blvd., Suite 222
Austin, TX 78704

Website

engagency.com



Sitecore is the global leader in experience management software that enables context marketing. The Sitecore® Experience Platform™ manages content, supplies contextual intelligence, and automates communications, at scale. It empowers marketers to deliver content in context of how customers have engaged with their brand, across every channel, in real time. More than 4,600 customers—including American Express, Carnival Cruise Lines, easyJet, and L'Oréal—trust Sitecore for context marketing to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue. • sitecore.net