



## Sitecore Case Study:



# Royal Copenhagen – Improved customer experience with compelling content and seamless ecommerce integration

## Summary

Royal Copenhagen is a worldwide brand, famous for its porcelain products, radiating perfection in design as well as craft. The 500+ employees of Royal Copenhagen operate out of subsidiaries in Europe, North America, and Asia.

### *Optimized customer experience*

With Sitecore now managing their international web site, Royal Copenhagen is harnessing content from all across their organization and bringing it all together seamlessly – while optimizing the overall customer experience to increase satisfaction and overall sales.

## Challenge

Previously, Royal Copenhagen had an antiquated website and content management system that could not keep pace with their growing requirements. Additionally, they also wanted to start to take greater advantage of the web as a sales and marketing vehicle, and integrate new platforms that would allow richer interactivity and functionality such as e-Commerce and faceted navigation to their site.

### *Online catalogue faces unique challenges*

Royal Copenhagen has a wide range of porcelain products and wanted to show the complete product

catalogue by creating a rich and compelling web experience for their customers. The challenge that faces many companies with a wide product catalogue is that they can tend to think of websites as they do their traditional catalogues, forgoing much of the web's interactivity and dynamic nature by treating a site like a flat or linear piece of collateral.

Royal Copenhagen wanted the new website design to convey a modern, internationally-oriented brand, and also show they offered a wide selection of products in addition to the traditional porcelain products for which they are famous.

*continued on reverse*

## Royal Copenhagen Site





## Solution

Royal Copenhagen reached out to Creuna, a full-service digital agency based in Denmark, Norway and Sweden, to create an online presence that would unshackle them from the limits of the old system. Creuna chose to integrate Sitecore's CMS for the Web Content Management System. Says Mads Gustafsen, Creuna, "Sitecore is best of breed – because it allows us to take content from mission critical systems and draw it out and extend it. Royal Copenhagen is a catalog company – and they have all this content they need to repurpose and extend for the web. We knew that with Sitecore, we could take that existing content and enrich and extend it to maximize the unique aspects of the web."

### *Sitecore is engineered to package and repurpose content*

The Royal Copenhagen site was built so that content can be leveraged and delivered in any way the customer wants to receive it. For example, a customer can search for Dinnerware, Figurines, Home Décor, Seasonal, and Collectibles in three different ways: by campaign (i.e., novelties), by category (i.e., dinnerware for children), or by series (i.e., Flora Danica).

"Because of the open Sitecore architecture, integration is easy and we can transparently access content from anywhere," says Gustafsen. "It has allowed us to leverage the content and deliver it in every way the customer wants. This creates increased customer conversions, increased sales, and more satisfied customers."

## Result

The Royal Copenhagen website was re-launched and today the customer experience is a seamless and smooth one – with content packaged in a way that allows the customers to interact with the site the way they want to experience it. All the while, many supporting systems such as merchandising systems and ecommerce engines are blended and orchestrated behind the scenes making it completely transparent to the customer.

Tevin Lac, E-business manager for Royal Copenhagen, says, "The new site is completely in line with our web and marketing strategy. Our brand is not only recognizable, but the site is compelling for customers around the world. Sitecore was engineered to harness content from all places throughout our organization and brings it together – optimized for how the customer wants to see the content."

## Technology Description

Solution Special Ingredients:

*Microsoft Commerce Server for eCommerce*



Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and keep up-to-date dynamic, full featured Web sites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content to improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their Web sites. These organizations have created and now manage over 5,000 dynamic Web sites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, WebTrends and Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.

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