



Sitecore Case Study:



Furniture Village – Sitecore delivers effective online campaigns for online retailer

Summary

Furniture Village is one of the leading furniture retailers in the UK with 40 stores and an annual turnover in excess of £200m. True Digital were appointed in 2005 to develop a digital strategy, embracing web site design, ecommerce capability and online marketing. In any big-ticket purchase the online channel provides a key role in supporting the consumer through the buying process: driving awareness, providing further product information through the consideration phase, driving in-store traffic and an alternative way to purchase online.

In 2010, in response to changing consumer behavior, True developed a more engaging and robust website based on Sitecore, utilizing the extensive online marketing and content management tools.

Challenge

Furniture Village sought a new platform to support substantial increases in website traffic. Because of increased online buying Furniture Village planned a significant expansion of products. To improve marketing engagement, stronger CMS capabilities and online marketing tools were required to deliver the right content and promotional information.

Multimedia

Retailing has been rapidly changing in recent years in part because the technology available to both online retailers and online shoppers has changed expectations. Consumers now expect to find in-store kiosks to help them find products, pricing, inventory and other information to help them make a purchasing decision.

Aiming to maximize the effectiveness of marketing activities, Furniture Village sought a platform that would enable more advanced marketing tools, and enhance internal communications to more quickly and cohesively disseminate product information, sales best practices and training collateral.

Solution

Having experienced great success by partnering with True to develop the initial bespoke .NET solution and systems integration, Furniture Village again selected True as their technology partner. True began the project by holding interviews with stakeholders to understand needs and requirements.

True redesigned customer journeys to reflect changing visitor requirements and adapt to redesigned web pages. To improve the visitor experience they developed (integrated) several custom applications including a room planner and wardrobe configurator.

To give Furniture Village a stronger edge in a very competitive market, True focussed on improving elements of the visitor experience to make it easier to search types of products, search for specific products, know delivery time ahead of purchase, and offer an updated checkout process with less friction that could cause cart abandonment.

Result

True integrated Sitecore web content management system to deliver web technology that would enable marketers to develop effective marketing campaigns. The new website is inspirational and easy to browse whether for finding new ideas or specific products. True enhanced the purchasing pathway to improve shopping cart conversions.

True's successful website redesign for FurnitureVillage has led to a remit which extends to the on-going management of Furniture Village's online media planning and buying which includes personalised re-targeting, onsite search, affiliate programme, and an eCRM strategy to maximize prospect and customer value.



FURNITURE
Village
you're in safe hands

“True’s results are outstanding. Despite the most challenging climate furniture retailers have faced in decades, our store visits are up 25% and overall sales up 35% year on year. True are more than our agency, they’re a part of our business”

— Eamon Wynne,
Sales and Operations
Director

Maximizing Existing Process

Furniture Village has many intricate internal web marketing processes. True integrated Sitecore to allow continuity of such processes such as multimedia management. Furniture Village uses an external image hosting solution which needed to work seamlessly with Sitecore.

Increased Inventory

The new website design and Sitecore CMS enable Furniture Village to now manage over 15,000 SKUs on the website. www.furniturevillage.co.uk offers visitors search capabilities beyond that of their competitors such as leather fabric, colour options and delivery availability.

Following the re-launch there are over 450,000 visitors per month with online sales having now surpassed £10 million per year. Following the website re-launch in-store visits have grown over 25% and overall sales have grown 35%. There are now over 60 in-store kiosks powered by the website where customers can also access items not available in-store. The growing success of the Sitecore has led to the development of a mobile website to be launched in fall 2011.



Furniture Village Site
www.furniturevillage.co.uk



Sitecore's Web Content Management System (CMS), portal and marketing automation software solutions enable companies to deliver compelling Web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allow companies to better leverage their content, 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 websites. These organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, LEGO, Lloyd's of London, Microsoft, Omni Hotels, Sara Lee, Siemens, Thomas Cook and The Knot. Connect in the Sitecore Community to experience Sitecore's success and that of its customers, partners and developers.

Sitecore
www.sitecore.net

Furniture Village
www.furniturevillage.co.uk

True
www.truedigital.co.uk