

# CASE STUDY

USING CX RESEARCH AND MAPPING TO SUPPORT SITE REDESIGN

+ WUNDERMAN  
THOMPSON  
Commerce

+

TEMPUR+SEALY



# INTRODUCING TEMPUR SEALY INTERNATIONAL

Tempur Sealy International is an expert when it comes to a good night's sleep. The global manufacturer and distributor of mattresses and pillows uses material developed by Nasa in the 1970s to cushion and support astronauts during lift-off. By distributing weight and pressure evenly, Tempur Sealy provides a comforting sensation not unlike weightlessness, helping to guarantee restful nights.



## THE CHALLENGE

Seeking to redesign their global digital website, Tempur Sealy called in eCommerce specialist Wunderman Thompson Commerce to lead the rebuild and help to define a multichannel customer experience strategy. Tempur Sealy wanted to understand how their customers behaved, interacted with the brand, and purchased Tempur Sealy products in four key markets: the UK, Germany, Japan and China.



# THE SOLUTION – INTERNATIONAL CUSTOMER RESEARCH AND JOURNEY MAPPING

Understanding the Customer Experience was a clear priority for the project. Tempur Sealy wanted a detailed and strategic view of their customers and their experiences globally, with the aim of redefining their processes, online capabilities and digital roadmaps.

Wunderman Thompson Commerce conducted research across all key markets, talking to current and prospective Tempur Sealy customers, staff, sales outlets and retailers to help better understand the customer journey when purchasing their products online. The research comprised of:

- A card sorting exercise to understand how consumers react to the taxonomy of the Tempur Sealy website.
- Usability tests to understand how consumers navigate through the website when browsing, selecting, and purchasing a product.
- User interviews to understand consumers thoughts and opinions about the Tempur Sealy experience.
- Store visits to interact with sales staff and understand what they learn from interacting with their customers.
- Market visits to fully understand how each market operates in terms of eCommerce.

- Analytics audit to understand how the brand is using data.
- Tagging strategy to guide the brand with tagging the new site.
- Content audit to understand the value of the brand's content.
- Content strategy to guide the brands future thinking regarding content.

Using the data, findings, and experience from visiting their key markets, Wunderman Thompson Commerce created a comprehensive customer experience map for each market, underpinned by a service design exercise to identify the department responsible for each pain point and the strategic changes that they needed to make.

Wunderman Thompson Commerce presented Tempur Sealy with a full end-to-end vision of the customer journey with a view to addressing improvements as well as producing a video for Tempur Sealy's annual Managing Directors conference, consolidating the key points and key areas discovered. In this way, we were able to establish a customer-centric strategy to guide the design and build of the new Tempur Sealy global site.



# CORE JOURNEY WIREFRAMES, DESIGNS AND WORKSHOPPING

Based on the findings of our research, Tempur Sealy subsequently asked Wunderman Thompson Commerce to help wireframe and design the core customer journeys for their website. This involved holding workshops with the client to work with them to define these core journeys, and consequently taking them from concept into design. These designs were then passed onto Tempur Sealy's systems integration partner, to begin the build of the new site.

# TEMPUR SEALY'S ONGOING STRATEGIC PARTNER

During the period of time during which Tempur Sealy's site was being built, Tempur Sealy also asked Wunderman Thompson Commerce for assistance on a more strategic, future thinking level. There were 3 main areas that we consulted and advised on:

- **THE TEMPUR SEALY BRAND ONLINE:** conducting eCommerce brand workshops with the Tempur Sealy digital team, to define what the Tempur Sealy brand stands for online and ensure that this is being translated effectively on the website.
- **TEMPUR SEALY FUTURE ROADMAP:** working with key stakeholders at Tempur Sealy to help define where they need to be in the next 3, 5, 10 years. As a consequence, a long-term roadmap was developed to help Tempur Sealy achieve their ambitions, which was broken down into: Brand, Customer Experience, IT and Infrastructure, and Internal activities.
- **AMAZON STRATEGY:** auditing their Amazon presence in the UK, Germany and Japan, to create a strategy to understand the opportunity for each market.

# TEMPUR SEALY'S ONGOING SYSTEMS INTEGRATION PARTNER

To ensure a smooth delivery, Wunderman Thompson Commerce was asked to provide project management support to help see the project through to completion, supporting the wider agency landscape throughout the development of the website. Tempur Sealy's new, redesigned websites launched in 20 different countries in May 2019.

As a consequence of this hard work, experience, and professionalism, Tempur Sealy asked Wunderman Thompson Commerce to take over the management of their 20 global websites and become their systems integration partner. As of today, Wunderman Thompson Commerce manages and supports Tempur Sealy's 20 sites on Salesforce Commerce Cloud, and has implemented a customer experience and development roadmap, seeking to continually improve Tempur Sealy's global sites.

A photograph of a man and a woman sleeping peacefully in a bed with white linens. The man is on the left, and the woman is on the right. The background is a soft, neutral color.

**“TEMPUR SEALY IS PASSIONATE ABOUT PROVIDING CUSTOMERS A GREAT EXPERIENCE. SUPPORTING THIS GOAL, WUNDERMAN THOMPSON COMMERCE HAS REALLY HELPED US TO THINK BIG, THINK DIFFERENTLY AND INNOVATIVELY IN THE DEVELOPMENT OF OUR NEW GLOBAL WEBSITE, ALWAYS FINDING SOLUTIONS WHERE PROBLEMS OCCUR. THEIR QUALITY OF WORK AND EXPERTISE IN DIGITAL AND ECOMMERCE IS APPARENT, WHICH HAS HELPED TO DEVELOP OUR STRONG WORKING PARTNERSHIP.**

**THEY HAVE HELPED US UNDERSTAND OUR CONSUMERS AND THEIR JOURNEYS IN DEPTH AND WE LOOK FORWARD TO WORKING WITH THEM IN THE FUTURE TO DEFINE OUR LONG-TERM DIGITAL STRATEGY, WHICH WILL BE CRUCIAL TO OUR SUCCESS IN THE COMING YEARS.”**

**BARBARA CALLICOTT**

DIRECTOR ECOMMERCE AND CONSUMER EXPERIENCE  
- INTERNATIONAL

# ABOUT WUNDERMAN THOMPSON COMMERCE

Wunderman Thompson Commerce is a global eCommerce consultancy that brings strategic clarity, technical know-how and creative inspiration to help retailers, manufacturers, and brands deliver winning commerce capabilities across all major digital commerce channels: marketplaces (including Amazon), online retailers, D2C and social commerce.

Our end-to-end offer includes strategy, people and technology enablement, plus channel execution. With over 1500 commerce experts, and key strategic partnerships with Adobe, SAP, Salesforce, HCL and IBM, we help global organizations deliver capability, platforms, and sales.

Wunderman Thompson Commerce is a WPP company. We are part of Wunderman Thompson, a creative, data and technology agency built to inspire growth for its clients. Wunderman Thompson brings together over 20,000 creatives, data scientists, strategists and technologists in 90 markets.

Clients include American Hotel Register Company, AkzoNobel, DFS, Halfords, Jumbo, RXBAR, Sainsbury's, Selfridges, Specialized, Ted Baker and Tempur.

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