



## CASE STUDY

### SALMON DELIVERS AWARD-WINNING, FIRST TRANSACTIONAL ECOMMERCE SITE FOR MORRISONS

#### Salmon helps Morrisons to grow wine sales by £100 million with site launch

Morrisons is the UK's fourth largest chain of supermarkets, and has 11% of the grocery market. In 2011 Morrisons embarked on their ecommerce journey with the acquisition of Kiddicare.com and then launched the first of their categories online, MorrisonsCellar.com, in 2012.

#### The challenge for Morrisons and Salmon

A late entrant into the multichannel world, Morrisons decided to launch with one category, to provide valuable lessons on business processes and systems which would support the future launch of other ecommerce sites and multichannel services. Morrisons chose the wine category as it under-traded in this area and wished to grow sales by £100 million. Morrisons' goal and Salmon's challenge was to offer customers a unique, personalised and enjoyable shopping experience, enhance the overall wine offering and get to market quickly.



## Solution

Morrisons chose to work with Salmon based on its successful track record with Kiddicare. MorrisonsCellar.com was created as an Extended Site on the Kiddicare.com WebSphere Commerce platform and uses the same infrastructure.

MorrisonsCellar.com is built on a rich and scalable platform to support the business as it develops. Focussed on user experience, it combines IBM WebSphere Commerce, Endeca, CyberSource, Google Analytics and advanced content management functionality - all developed by Salmon. Using the Extended Sites functionality within IBM WebSphere Commerce, Morrisons can now launch additional websites, for other brands, or countries as needed.

## Approach

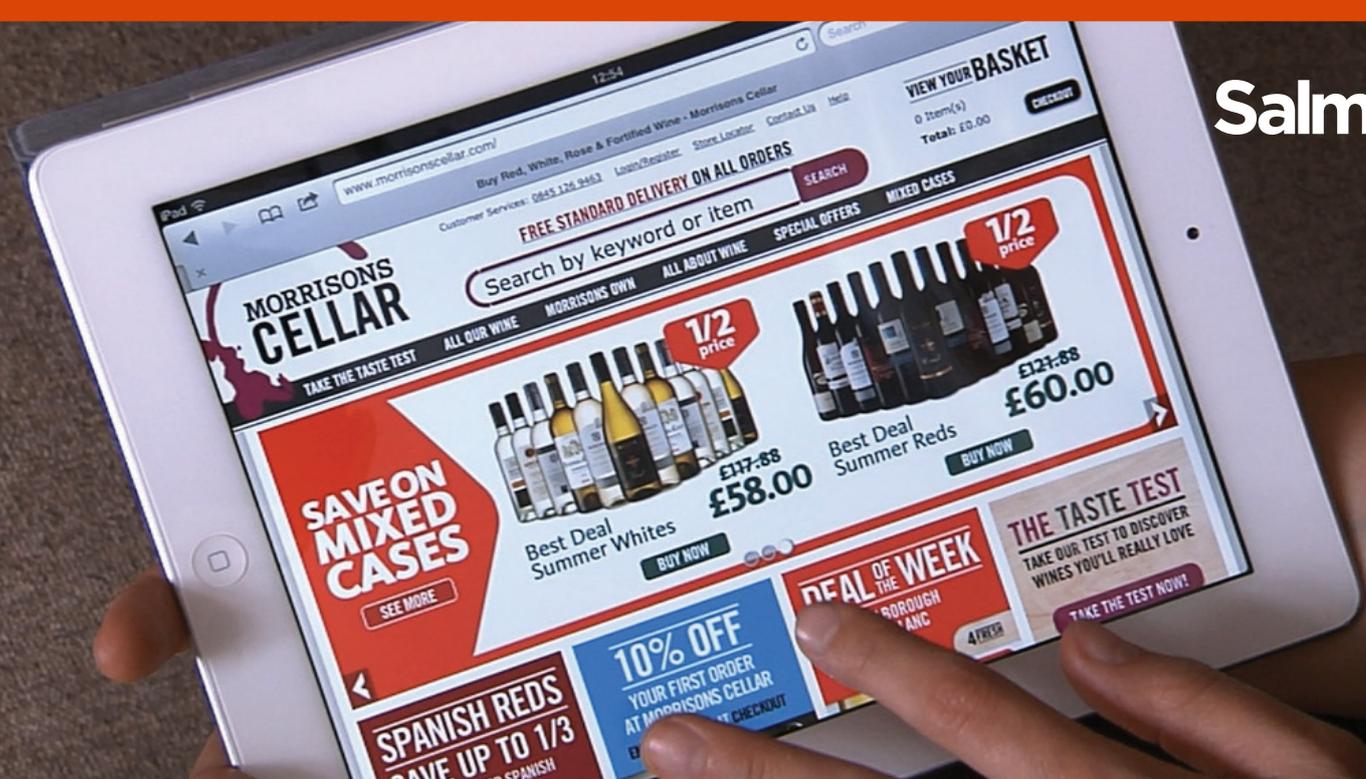
At the outset Salmon worked with Morrisons to understand its business vision. Salmon very quickly mocked up an initial design of the website and then translated that into a working solution. This innovative approach enabled Salmon to deliver the solution quickly *and* to exceed the clients' business vision.

Ken Platt, then Head of Multichannel Ecommerce Delivery for Morrisons said, *"Salmon added real value in many areas throughout the project: great leadership, great experience through the discovery phase in understanding the capability of the platform and taking our vision and transforming that into something we could deliver very quickly."*

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*"In the launch of MorrisonsCellar we worked really well with Salmon; we developed a way of working that ensured we got to market very quickly with a real quality product."*

**Ken Platt, then Head of Multichannel Ecommerce Delivery for Morrisons**



## Smart features introduced

- An interactive taste test allowing customers to discover those wines most likely to suit their palette
- A case builder tool giving customers the ability to build and keep track of a mixed case of wine
- Integration with Facebook allowing customers to share information with their friends
- Rich content about the wine, region and grape, complimentary recipes, Morrisons TV and customers' ratings and reviews

## A personalised experience to deepen engagement

Customers are benefiting from a truly personalised and relevant experience on the site. The advanced content management functionality developed by Salmon allows Morrisons to associate rich content (whether a video, tasting notes or other information relevant to the wine) to individual products in a very efficient and effective manner. This enables MorrisonsCellar staff to quickly enhance the content that's available to their customers on the website.

## Site design supporting mobile customers

The site has been specifically designed to support mobile sites, apps and devices including the iPad and kiosks and will enable Morrisons to promote their multichannel solution on new devices in the future.

From initiation to go-live, Salmon delivered the project in under six months. This was a huge achievement, given the scale of the project. Ken Platt went on to say, *"We launched MorrisonsCellar just before Christmas 2012, our peak trading period, and that went really well. We had no down time, site performance was excellent and we over-achieved in that period massively against where we expected to be."*

## Optimising via Salmon Usability Labs

Morrisons took advantage of Salmon's usability testing services during the implementation to ensure that MorrisonsCellar.com satisfactorily met their business needs and their savvy customers' high expectations. Ken Platt said, *"One of the best experiences we had on the whole journey with Salmon was their Usability Labs. We used the testing service once and had such a good experience that we continued with the service throughout the project. In fact it was a key part in delivering such a quality solution."*



Salmon wins Best Customer Experience award for its MorrisonsCellar ecommerce site launch

## Integrating Social Channels

Salmon integrated MorrisonsCellar.com with Facebook so that customers can share their taste test result and details of their purchases with friends.

## Results

Since the site went live:

- Repeat customers average 15%
- All KPIs have been greatly exceeded, including visitors and sales
- Conversion is above expectation, due to the success of the taste test and product range which has been extended online by 500 lines

Customers and wine critics have given very positive feedback about MorrisonsCellar.com, and Salmon's work was widely recognised, scooping the **Best Customer Experience award at the Paypal Etail 2013 awards**. MorrisonsCellar.com as an Extended Site also means that Kiddicare and Morrisons business users can use common tools to manage both sites, which makes merchandising and marketing operations more efficient.

Ken Platt adds: *"Salmon have helped us get to market much quicker than we anticipated, helping us break through the analysis and paralysis piece that a lot of large corporates struggle with. Having a sound partnership in place has enabled us to deliver quickly and deliver quality."*

## ABOUT SALMON

Salmon is a global digital commerce consultancy – the largest in WPP's network of companies. We define and deliver market-changing solutions and customer journeys for the world's leading brands.

Established in 1989, with operations in London, New York, Melbourne and Beijing, Salmon clients include Argos, Audi UK, DFS, Halfords, Lloyds Pharmacy, Premier Farnell and Sainsbury's.

## FOR MORE INFORMATION

email: [info@salmon.com](mailto:info@salmon.com)  
visit: [www.salmon.com](http://www.salmon.com)