



CASE STUDY

SALMON HELPS SELFRIDGES FUTURE-PROOF ITS DIGITAL OFFERING

Introduction

In the words of Selfridges' founder, Harry Gordon Selfridge, "Everyone is welcome". This still rings true today, with the vision of the world famous retail brand being to make it more accessible, and to 'surprise, amaze and amuse' its customers by delivering extraordinary experiences.

It's this thinking that provides the foundation on which it could deliver a complete multichannel proposition - one that Salmon is proud to be a key part of.

The Challenge

With exclusive stores in London, Birmingham and Manchester, Selfridges is the only store to be named Best Department Store in the World three times*. In 2010 it set its sights on another notable goal: to future-proof its digital offering. Already delivering the ultimate in luxury, Selfridges embarked on a new journey with Salmon to amaze its customers by delivering an extraordinary online experience.



Readying the Launch

Salmon delivered Selfridges' first transactional website in 2010 with a focus on showcasing leading brands and reflecting the unique instore Selfridges experience online. The new platform which supported www.selfridges.com was built on IBM WebSphere Commerce to provide an enterprise platform for growth. It was flexible and strategic and would support Selfridges over the next five years whilst it focused on delivering the full range of multichannel experiences including online reservations and store collection, mobile commerce and social commerce.

Introducing the Website Redesign

In 2013, Salmon embarked on a Selfridges site redesign with a goal to future-proof Selfridges' multichannel digital offer, to align the brand and modernise the site. Additionally, Selfridges wanted to provide customers with relevant experiences across a range of devices that were exploding in growth in the consumer market.

The priorities included revamping the website with a focus on high-end products. We introduced an adaptive design with a fresher, cleaner look-and-feel as well as improving the click-and-collect service which we implemented in 2012. Today most products

can be collected instore or ordered for home delivery. Enhanced bold imagery was introduced, the top navigation was slimmed down and simple, clear icons replaced words.

New options were added such as a quick-view of products and wish-list functionality; calls-to-action were made prominent to make the site more appealing and easier to shop.

New Mobile Site

The launch also saw Salmon deliver a brand new mobile site which recreated the look-and-feel of the homepage for mobile users. With Selfridges growing volumes of traffic via this channel, and mobile currently representing a significant proportion of online traffic, it was critical that Selfridges offered a comprehensive experience across devices.



Onsite Search

In 2014 Salmon introduced a new search tool from Fredhopper to help shoppers intuitively find what they were looking for. This was a highly successful project that resulted in over 50% of traffic viewing product pages. New functionality included auto-complete plus improved filtering and sorting options to simplify the experience for customers.

Curated content was given greater prominence on the homepage, including user-generated content from social channels.

Simplified Checkout

The redesign also saw Salmon develop an improved one-page, three-step checkout process across all channels, simplifying the buying process further.

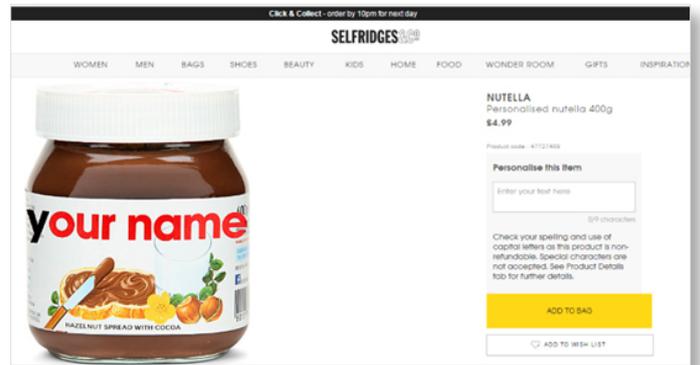
The Wonder Room

During 2015 Salmon enhanced the Wonder Room allowing Selfridges' brands like Cartier, Tiffany, and Chanel to sell a wider range of their fine jewellery online. Salmon created a direct supplier model allowing luxury brands to manage orders directly with customers via the Selfridges website.



Product Personalisation

In 2015, Salmon introduced product personalisation online. This has proved to be exceptionally popular since launch.



Opening up International Markets

Selfridges is a world-renowned brand with over 25% of its visits coming from overseas.

Expanding the brand's global reach, Salmon implemented international buying functionality which enabled it to deliver to more than 130 countries around the world. In 2015 we implemented multi-currency transactions allowing customers to trade in eight major currencies.

Assisted Sales App

2015 also saw the introduction of Selfridges' "Assisted Sales App". This is where a personal shopper records customers' sales while they are instore using an app designed and built by Salmon. The app allows customers to order out-of-stock items instore for home delivery, and extends the range available in the Manchester and Birmingham stores. With its success to date, Selfridges is well on its way to bringing the online experience into the store.

Supporting Selfridges through Peak Trading

Salmon works with Selfridges on an ongoing basis to anticipate traffic on the site and prepare the business for its busiest periods of the year. Performing thorough testing of releases and end-to-end capacity throughout the year ensures that the Selfridges site trades well during the peak periods.

Operational Efficiency

Salmon worked with DHL (Selfridges' fulfilment partner) to help improve operational efficiency, providing advice on how the business could simplify the returns process and offer visibility on orders to customers throughout the buying process. Following a complete redesign Selfridges has seen an massive improvement on customer experience.

Implementing Leading Technologies

Selfridges.com is built on IBM's WebSphere Commerce, a platform with the capability to easily and quickly launch new brands and facilitate cross-selling and information-sharing across the business, as well as integrating seamlessly with back-office systems. Salmon helped Selfridges acquire traffic, drive engagement, and increase conversion, integrating with:

- External Payment and Fraud Management systems
- External address management system
- Coremetrics for online analytics and marketing optimisation
- Scene7 for image zoom and 360 degree dynamic imaging

- Drupal content management
- Fredhopper for intuitive search
- Translations.com – For translations and transformation
- Maxymiser – For A/B testing

Results

Salmon continues to work with Selfridges to refine and improve the customer experience. Recently the iconic department store confirmed that multichannel was underpinning its performance, turning in gross sales of £1.3bn in the year to January 2015, 4.3% ahead of the previous year, with recorded operating profits of £155m, 3.4% ahead of the previous year.

Salmon works with clients to deliver a step-change in performance, and we're making a difference with Selfridges by helping to:

- Attract over 80 million visits a year
- Increase its online sales year-on-year through selfridges.com in line with growth targets
- Support overall online development
- Drive website performance
- Increase the number of visitors reaching product pages by 11% through site search and navigation enhancements
- Expand its international growth
- Increase sales through luxury brands
- Drive assisted sales instore via the Selfridges app
- Deepen engagement through personalisation

* In the Global Department Store Summits 2010, 2012, 2014

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 AkzoNobel, Argos, Audi UK, DFS, Halfords, Premier Farnell, Sainsbury's and Selfridges.

FOR MORE INFORMATION

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