

CASE STUDY

LIBERTY LONDON BOOSTS ONLINE REVENUE WITH TRYZENS PARTNERSHIP

Conversion
rates higher
by

25%

Website
visits up by
over

30%

Online
revenue has
grown by

60%



About Liberty London

Synonymous with the city its shop stands in, Liberty London is a brand driven by discovery. Born in 1875 from the adventurous and disruptive spirit of Arthur Lasenby Liberty, the brand has remained true to its heritage and is famed for its print, fabrics, and design. The iconic Regent Street shop encompasses six floors of fashion, beauty, childrenswear, accessories and homewares - bringing together the world's leading premium and luxury brands and housing them alongside its own Liberty London collection.

With a move to embrace its significant global recognition, the company upgraded its investment in eCommerce and implemented Salesforce Commerce Cloud in 2016. In 2017 through a process of competitive tender, Tryzens were selected as the Systems Integration partner to help them enhance their website to expand the reach of their brand in domestic and international markets and improve customer experience with the aim of significantly increasing sales in the medium-to-long-term.

Liberty London recognised that there was still considerable potential to enhance and expand their eCommerce capabilities

The Brief

As an iconic British retail brand with globally-renowned heritage, Liberty London's online presence needed to be able to exemplify the experience and ethos of its flagship London West End department store, with a strong focus on customer service and choice. Liberty London knew it had so much more potential through expansion of its eCommerce capability that it wanted to capitalise on following their launch of a new Salesforce Commerce Cloud platform.

Salesforce Commerce Cloud is a market leader in cloud-based service for unifying the way retailers and brands engage with their customers regardless of channel or device. The aim is to enable them to provide seamless customer service and experience whether customers are online or in stores.



"In late 2016, Liberty London deployed Salesforce Commerce Cloud as our eCommerce platform to improve the customer experience. This was a major decision in order to provide us with an environment where we could build and deliver change in a more agile and flexible way to meet market trends and demands. Liberty London needed a systems integration partner who could help us with a continuous programme of development and pro-active maintenance to ensure we were delivering excellent online customer satisfaction."

Martin Draper
CTO at Liberty London

“Tryzens works effectively with Liberty London to provide continuous improvement of our website and refinement of the customer journey”



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The Tryzens Solution

Liberty London set about finding an experienced partner to develop, maintain and support its eCommerce operations, and enlisted the help of eCommerce specialists, Tryzens.

Tryzens took the time to understand the company's requirements, utilising its extensive experience of implementing and supporting a wide range of eCommerce platforms, to begin the journey in supporting Liberty London.

Tryzens brought in a not just a fresh set of eyes, but a commitment and enthusiasm to help introduce some immediate benefits, a good foundation for the next stages in developing a robust roadmap geared towards meeting Liberty London's objective to drive sales online over the next few years. The initial focus with a stable and efficient platform has been to deliver a smooth customer experience, leading to an increased repeat business and uptick in sales.”

Martin Draper

CTO at Liberty London

The Result

One of the most important benefits of Tryzens' work has been to enable Liberty London's website to support planned growth, ensuring it is flexible enough to enable the retailer to quickly adapt to changing demand and simplify enhancements based on measured variables and KPIs. Following the onboarding of Tryzens as a partner:

- Visits to the site are up by over 30%
- Conversion rates are 25% higher
- Online revenue has grown by 60%, significantly outpacing the wider market

“Tryzens immediately understood our needs and how we wished to progress. Our partnership with Tryzens extends beyond the technical, to a creative and strategic focus. A major benefit of the whole project is that we are in a much better position to satisfy the demands of our customers in both an eCommerce setting and in-store. Tryzens works effectively with Liberty London to provide continuous improvement in our website and refinement of the customer journey. We have embarked on a transformational journey with Tryzens as our Delivery Partner at this exciting time in our growth.”

Martin Draper

CTO at Liberty London

About Tryzens

As eCommerce experts, our mission is to transfer the science and skills of selling online to our clients. We enable them to enhance their business results across all channels through exceptional customer experience and effective eCommerce systems.

Tryzens have been building eCommerce sites since 2004, working with everyone from innovative new brands making their debut online, all the way to some of retail's biggest names.



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