



Driving customer acquisition with eStar

Bed Bath & Beyond went live with eStar eCommerce in 2018. Online sales began to improve immediately and sales performance has already seen significant growth over the previous year. The new digital store which integrates their online and physical stores for the first time allows for their entire range to be presented online. In selecting eStar as their partner Bed Bath and Beyond has the benefits of eStar's success with larger brands and knowledge of Australasian online buying behaviour.



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Situation

Bed Bath & Beyond have a company vision of providing quality, range, affordability and outstanding customer service in all stores. The company wanted to extend this vision to its online digital presence. In order to achieve this, Bed Bath & Beyond needed to improve the company's digital flagship store, with a fresh new responsive design. In response to customer demand, the fully responsive website would increase customer satisfaction and conversions by providing fully optimised device experiences. In order to streamline operations and reduce operational costs, the website was also required to integrate with the existing backend systems for multiple data updates. Bed Bath & Beyond also run frequent promotions and marketing campaigns and required a robust, highly scalable solution that would provide exceptional performance during periods of increased user traffic, such as sales and online promotional events.

Why choose eStar?

The team at Bed Bath & Beyond selected eStar as their trusted digital partner, as they needed a solution provider with a strong degree of technical expertise, that could deliver both a high-quality website project plus a series of complex backend system integrations. With a focus on digital growth and many upcoming projects in the digital area, the team at Bed Bath and Beyond, required a collaborative partner to provide ongoing support and strategic guidance to achieve these goals. eStar clients are account managed, and work on a regular basis to plan and improve their digital performance. Progress is measured by reviewing results and defining objectives for the next period. The eStar account manager accesses skills and considerable industry experience within eStar and can draw on these skills as required for the strategic guidance of our clients.

Solutions

eStar and Bed Bath & Beyond worked together to create a phased solution for their website. Phase 1 covered the fully responsive website design complete with the eStar order management system and integrated payment options. Backend system integrations were also covered in Phase 1. Bed Bath & Beyond carry a high volume of SKU's and, therefore, sophisticated search functionality, carefully planned user journeys and well-designed menus, were pivotal to the success of this website.

“We needed a partner that could not only provide the solution the business needed now, but also one that could partner with us to deliver the ongoing support and depth of expertise required in the future. eStar delivered the responsive website as requested, but also provided a lot extra value for our business.

For example, as the number of online orders increased, the fulfilment process had to change quickly to accommodate the growth. Extra staff and more space were required to facilitate fulfilment of the extra orders. The eStar team came and reviewed the Bed Bath & Beyond fulfillment process and provided a report, complete with recommendations to streamline fulfillment and reduce operational cost, which was extremely helpful,” said Guy Hunt, Financial Controller, Bed Bath & Beyond.

Results

Since the new responsive website went live Bed Bath & Beyond has seen significant increases in:

- Transaction volume (+ 103%)
- Average order value (+ 28%)
- Total revenue (+ 161%)
- Total sessions (+ 30%)
- Conversion rates (+ 57%)

One of the goals for the new website was to achieve online sales of 2-3% of total sales within a year. By partnering with eStar this goal was realised within the first six months. “Choosing the right partner was key to the success of this project. Working with eStar to realise our online goals for the business has been exciting and so far, the results have been excellent”, said Trevor Brown, CEO of Bed Bath & Beyond.

Summary

eStar will continue to work with Bed Bath & Beyond team during Phase 2 of the project, to drive customer acquisition, improve average order value, increase conversion rates and increase sales both online and in store. Phase 2 involves implementing eStar's Pull Based Fulfillment module to automatically route orders, system integrations to provide store stock availability data and Click & Collect. The Bed Bath & Beyond digital flagship store will continue to increase online sales and contribute to overall business growth.

