



CASE STUDY /

Gearys Beverly Hills

gearys.com
SERVICES

 B2C ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT
 INTEGRATION | HOSTING & MANAGED SERVICES

CHALLENGE

The purveyor of an unsurpassed collection of fine china, crystal, silver, gifts, jewelry, and watches, needed to upgrade their site and wanted to make it more conversion-friendly.



Home Page



Category Page

SOLUTION

Guidance delivered a custom solution on Magento Enterprise 1.13 that will accommodate ever-growing product catalogues, and increasing traffic and transaction volumes, effortlessly.

The new responsive site offers newly engaged couples the ability to easily create their bridal registries online, enables quick conversion between bridal registry and individual shoppers, and is easier to self-manage and update.

With multiple shopping paths to convert browsers into buyers, shoppers can review product by category, brand, and "moment" - the event for which a customer is shopping.

A catalog-style category page with compelling product photography was developed to encourage

As our trusted partner, Guidance helped us create an enhanced eCommerce platform ready to meet our future Omni-channel requirements. With the new gearys.com, we are in a better position to market to and satisfy our customers' ever-changing shopping preferences.

- MARY C. DONAHUE
 DIRECTOR OF WEB OPERATIONS,
 GEARYS BEVERLY HILLS



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gearys.com
SOLUTION *(continued)*

click through for more information. With the deployed quick-view hover state, users are able to eliminate one step and immediately add the item to their cart.

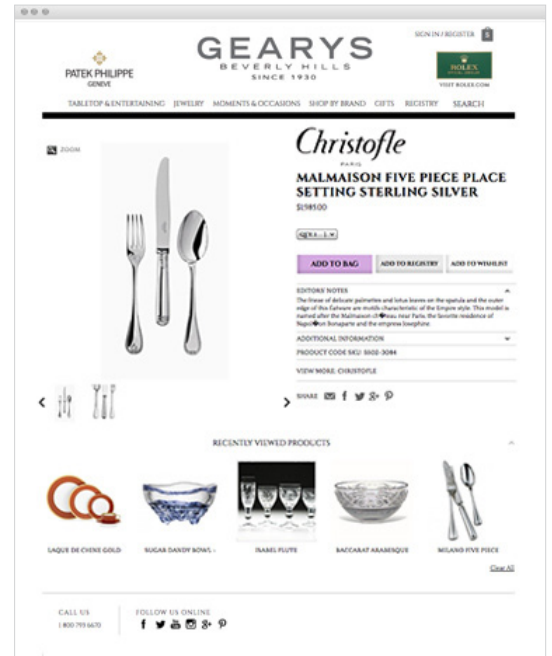
The site was also custom developed to highlight and distinguish shopping cart items between registry and non-registry products; accept gift cards as payment, in addition to traditional payment methods; and to select in-store pick-up.

Bridal or other event registrants, can also create public or private registries in one step.

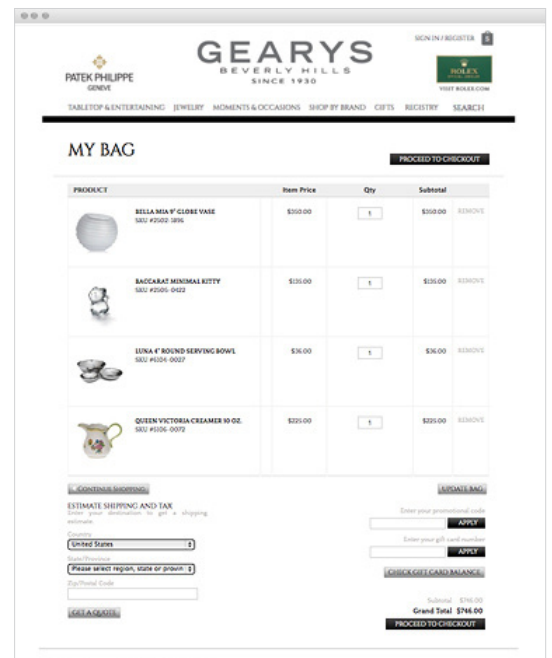
Guidance integrated the site with Microsoft Visual GP (ERP), PayPal (payments), Listrak (email marketing), Elavon (payment processor), SLI (search), and GIVEX (gift card processor).

INNOVATION

- Recognizing the opportunity to capture additional revenue, Guidance deployed a custom solution that enables registry shoppers to purchase a registered item for themselves, as well as the registrant.



Product Detail Page



Shopping Cart Page