

Case Studies

Econsultancy's database of case studies showcases best practice and innovation across the entire digital marketing and ecommerce spectrum from companies around the globe.

Case Studies

Submit a case study

CASE STUDIES

Oliver Bonas boosts revenue by 109% with website overhaul

The UK-based lifestyle brand partnered with Tom&Co to optimise its international ecommerce expansion and improve its multi-channel customer experience.

2021

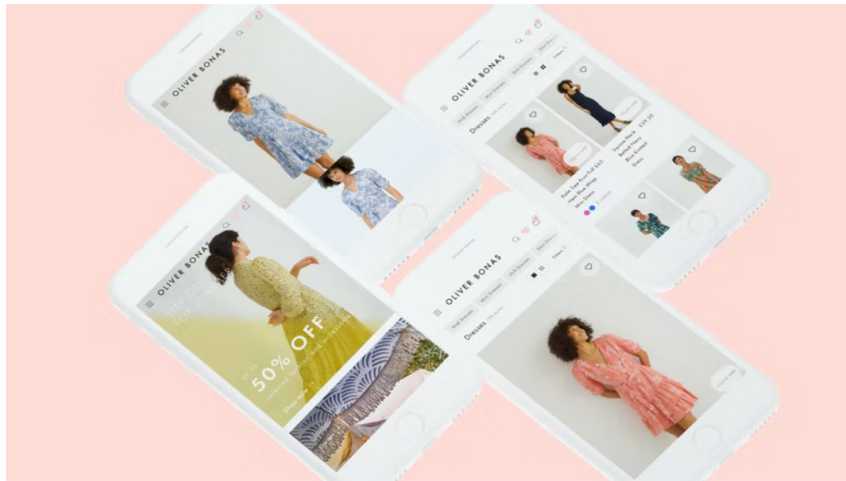
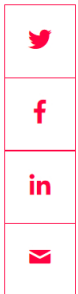
Related

Customer Experience

Ecommerce

Retail

SHARE



Summary

British fashion and lifestyle brand [Oliver Bonas](#) needed to update its website experience to aid its international expansion. In addition, the company wanted to offer a richer, more agile multi-channel retail experience, with its website working more seamlessly with its brick-and-mortar stores to improve the customer experience.

Working with digital agency [Tom&Co](#), Oliver Bonas rebuilt its website using a 'headless' architectural approach which allowed front-end localisations, developments and experimentations to be made, without the site's back-end needing to be rebuilt. The new process was, therefore, faster and more flexible. In turn, the customer experience was improved as the new website architecture allowed for more creativity and customisation. This meant that local market sites could be built more quickly and include more engaging local content more easily. It also meant that online gifting could

include more engaging local content more easily. It also meant that online gifting could be personalised and stock could be checked in-store and delivered via the website to customers' homes more efficiently. As consumers shifted more to online shopping during the Covid-19 pandemic, Oliver Bonas' optimisation of its multi-channel user journey increased revenue by 109% and drove 76% more traffic to its site.

Objectives & Aims

Oliver Bonas has almost 80 stores across the UK and Ireland. Its main brand website needed to be updated in line with the company's brand refresh.

Tom & Co was briefed to create a more seamless, multi-channel experience between Oliver Bonas' brick-and-mortar stores and its eCommerce offering. The new site needed to have a mobile-first approach with a quicker load time and a more interactive user experience.

Implementation, Execution & Tactics

The project began with a full discovery phase, including in-depth competitor analysis, an audit of the current website performance using Google analytics and qualitative customer feedback. The research underlined that the new website needed to be more adaptable to a fast-changing customer and business needs, have a quicker upload time and offer a richer user experience and more personalised options.

The strategy was therefore to build a 'headless' website. A headless site's front-end is separate from its back-end. This meant that the Oliver Bonas customer view could be updated and experimented with, without causing any disruption or added work to the site's back-end. The site would therefore be quicker to build and allow for more creativity and experimentation, which would enrich the user experience.

The headless approach meant that the international expansion of Oliver Bonas' ecommerce operation was more agile and flexible. Its new US and Ireland sites featured localised front-end content, currencies and delivery options which were built without having to change the main site's back-end.

In addition, the new approach led to ecommerce and multi-channel customer experience improvements. For example, following customer feedback that the online Oliver Bonas gift options were confusing, the process was simplified so that customers were able to create personalised gift boxes directly from their ecommerce basket.

Accessing limited stock was also easier and more seamless across the brick-and-mortar stores and the ecommerce site. In-store, team members could access a 'store mode' option on the new website to order items that were out of stock, to be delivered directly to customers' homes, with the option of making this free of charge to enhance customer loyalty. This helped generate incremental value and increase customer satisfaction.

In addition, a Click & Collect functionality was included on the new site, which further integrated the off and online customer experience.

Results

Following the website rebuild:

- Website traffic increased by 75.8%
- Revenue increased by 109%
- Conversion rate increased by 19.5%
- The mobile-first customer experience also resulted in an 85.2% uplift in mobile

sessions.

[About us](#) [Connect](#) [Contact us](#) [Cookies](#) [FAQs](#) [Jobs by MW](#) [Privacy](#)
[Website Terms & Conditions](#)



Copyright © 2022 Centaur Media plc and / or its subsidiaries and licensors. All rights reserved.
built by [interconnect/it](#)

Xeim Limited, Registered in England and Wales with number 05243851
Registered office at Econsultancy, Floor M, 10 York Road, London, SE1 7ND