The Customer

marcopoloshop.it is the e-commerce portal of SGM Distribuzione, owner of Marco Polo Expert Group, leader in the distribution of consumer electronics goods, home appliances, gifts and household goods, with 80 stores in central and northern Italy and 120 affiliates.

Online since 2001 and completely redesigned in 2012, the new marcopoloshop.it saw the light in November 2012 and today is one of the most important e-commerce players in Italy with 600,000 registered users, 30 million site visits per year and more than 42 million euro sales realized in 2012.

The Challenge

Having to manage such a high volume of data and orders, marcopoloshop.it had to completely rethink its online sales channels, and aimed at hitting four major goals:

→ Redesign the customer experience while strengthening its omni-channel approach during sales and customer assistance processes.

→ Redefine the website architecture in order to simplify the purchasing process, which now consists of three steps.

→ Integrate business processes.

→ Adopt a ‘modern’ platform, able to quickly integrate with an extensive partner network.

Before kicking off the new website, which went live in November 2012, the company had to define the essential requirements of the new platform which, besides offering an intuitive and easy-to-use interface, had to integrate price comparison features and be accessible on mobile devices.

SGM Distribuzione’s primary goal was then to create a new, multi-channel enabled commerce platform in-line with the values of the brand and highly customer oriented.

“To implement our new e-commerce platform,” says Marco Titi, Marketing Director of SGM Distribuzione, “we choose the hybris Commerce Suite, which immediately boosted our multi-channel relationships with customers, confirming the company’s strategic choices and our ability to anticipate the customers’ needs. We are now able to provide an innovative, engaging and personalized user experience which ultimately allows us to increase sales and foster customer loyalty.”
The solution

After comparing the various solutions on the market, SGM Distribuzione decided to rely on the hybris Commerce Suite. Different from other solutions, which tend to require a high customization effort, the hybris platform ensures maximum flexibility without the high cost usually required by less flexible systems.

“Our platform has allowed SGM Distribution to streamline business processes by eliminating the complexity that comes from the management of different channels,” says Roberto Lei, hybris Italian Country Manager. “In this way, the company has taken a further leap in quality in the field of omni-channel, delivering a consistent and satisfying customer experience on every front.”

In particular, marcopoloshop.it decided to implement all the functions typical of B2C commerce such as info-commerce, online sales, management of logistics processes (allocation and delivery), customer service, remarketing and on-site campaign management.

The implementation was carried out by Techedge, a hybris Gold Partner.

“The implementation of the new platform, characterized by a significant design complexity, required a total of 7 months of work,” says Nino Bruni, eCommerce practice lead of Techedge. “All activities were managed through the ‘Agile Waterfall’ methodology in order to ensure maximum flexibility when managing priorities and speed up the implementation process, within budget. hybris’ platform has been integrated with an extensive ecosystem of partners, services and legacy systems to support all business processes with the creation of more than 50 interfaces.”

The new platform architecture, its capabilities and graphical interface were developed entirely around the customer. Based on the data collected through the web, the mobile application and the loyalty program ‘marcopoloclub’, it is possible to identify three different types of users, each corresponding to a specific shopping behaviour: the benchmark, the casual shopper and the traditional buyer. Each of these models also helped outline the guidelines for developing the new platform.

Benefits and Results

Thanks to hybris’ Commerce Suite, SGM Distribuzione has been able to expand the catalog, improve fact sheets and product categorization, introduce better advanced search options on-site and utilize after-search navigation allowing for filters in search results according to the technical features of the products.

Also, SGM Distribuzione managed to increase business opportunities, improving the quality and the effectiveness of its promotions, with content areas managed by the CMS.

The major KPI, which were monitored for six months after the launch of the platform, registered a significant increase in the number of transactions and a double-digit growth of the conversion rate and average order value.

About hybris

hybris helps businesses on every continent sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers ‘OmniCommerce™’: state-of-the-art master data management and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris’ omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a “leader” and list its commerce platform among the top two or three in the market. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 500 companies have chosen hybris, including global B2B sites W.W.Grainger, Rexel, General Electric, Thomson Reuters and 3M as well as consumer brands Toys”R”Us, Metro, Bridgestone, P&G, Levi’s, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. hybris has operations in 15 countries around the globe. hybris is the future of commerce™. For more information, visit www.hybris.com

Future developments

SGM Distribuzione has many projects currently underway, among them the new, multi-platform mobile app and a new mobile optimized website, designed to offer a thorough m-commerce experience, both aimed at further consolidating the integration of all sales channels while delivering a truly unique shopping experience. Also, a new centralized cockpit will be released in order to facilitate Customer Service operations.

Finally, the platform will be further extended with the integration of user reviews, email marketing, PayPal payment solutions and the catalog integration with eBay.

Case Study Marco Polo