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Setting up an athletic wear retailer for significant online sales growth

HCLTech defines a future-ready omnichannel platform and roadmap for an athletic wear retailer's transformation journey

A multi-billion dollar athletic wear company needed a commerce platform that could enable its growth aspirations to triple online sales. Faced with limitations in its digital infrastructure to support the ambitious growth trajectory, the company turned to HCLTech to validate its strategy, technology architecture and help select its replacement commerce platform for its B2C business. HCLTech worked closely with the organization to identify their business requirements, select a future-ready omnichannel platform, define a minimum viable product and create a three to five year growth roadmap. Impressed by HCLTech's insights, diligence and collaborative work model when it came to the B2C platform transformation, the athletic wear retailer also chose HCLTech to implement the platform modernization and consulting for its B2B business.

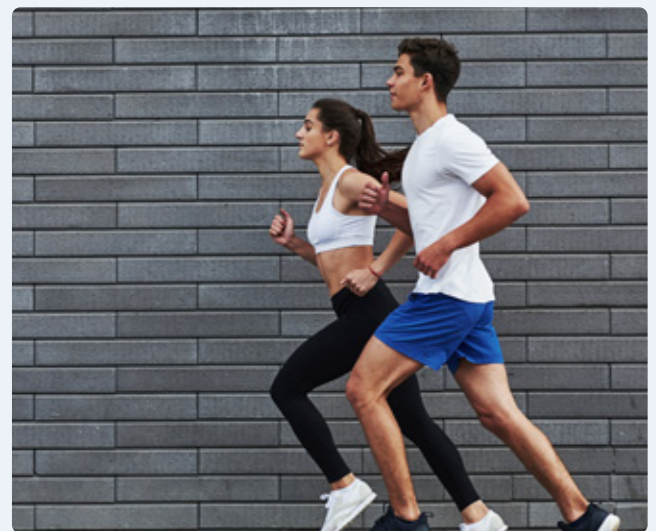## The Challenge:
Overcoming inhibitors to exponential growth

With growing sales and an expanding customer base across North America and Europe, this athleisure retailer realized its 10 year old legacy commerce platform was not fit to support its 3x growth aspiration. Customers experienced friction points due to downtime and the inability of the platform to process requests efficiently, fragmented journeys and delays during peak season. While modernization of its business processes and customer experiences were necessary, upgrading the existing platform proved to be extremely expensive and time-consuming. The company determined it needed an entirely new future-ready commerce platform.

The Objective:
Identify an omnichannel platform to drive growth and customer delight

The client was looking for a partner with a good mix of technical, ecommerce functional and retail business expertise to identify a platform that could meet the growth needs of all its retail channels. The key platform requirements included the ability to dramatically improve customer experience and allow consumers to seamlessly buy products and experiences when, where and how they want. It was essential that the platform was secure, consistent and built on enterprise microservices using low-code – meaning that those with basic coding knowledge can add to the platform. The company also required a validation of its strategy as well as the technology architecture that would drive digital transformation for web, mobile, customer support and retail store point-of-sale integration.

The Solution:
Accelerated approach to selecting best enabling platform

HCLTech conducted an extensive investigation to arrive at the right solution, beginning with more than 20 cross-functional discovery workshops to understand consumer purchase journeys, expected functional capabilities and architectural guiding principles. HCLTech then performed an industry trend analysis and a detailed assessment to arrive at a broad list of 10 industry leading product vendors. HCLTech's Comprehensive eCommerce Platform Evaluation Framework then produced a detailed RFI/RFP process, which identified the bestfit among them. The evaluation process helped narrow the field down to two potential vendors, before finally arriving at the best-of-breed technology platform with a MACH (Microservices, API First, Cloud Native and Headless Platforms) architecture. The due diligence process included a six-week proof of concept with consumer specific use cases and an omnichannel maturity assessment. On making its final recommendation, HCLTech further defined the scope of the minimum viable product and detailed a three to five year roadmap. It also defined a new architecture to support current and future channels and touchpoints.

The Impact:
Journey to a desired state of speed, scalability and seamless user experience

The selected technology platform is based on state-of-the-art headless commerce technology. It provides a competitive advantage by enabling speed, scalability and a seamless user experience. The new technology platform delivers the infrastructural strength to achieve the desired 3x growth in online B2C sales, while creating a streamlined omni experience for consumers, customer service and store associates. The state-of-the-art headless commerce platform has the power to optimize operational cost and reduce checkout friction and pain point interactions by 50%, while doubling customer sentiment scores. In a win-win situation reflecting client satisfaction and confidence, HCLTech has been retained to implement and roll out the selected platform, as well as act as the consulting partner for a similar journey to accelerate the platform modernization in its B2B business. While the journey toward tripling sales is in nascent stages, the client believes they are off to a strong start on the right foundation.

Deliver the infrastructural strength to achieve the desired 3x growth in online B2C sales

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