



In partnership with:

amblique



Michael Hill brings the charm of jewelry shopping online with Commerce Cloud

Michael Hill & Commerce Cloud

2 brands

4 countries

5 websites

97%

growth in mobile traffic*

220%

increase in conversion rates*

512%

increase in transaction volumes

From its roots as a small New Zealand-based jewelry retailer, Michael Hill has blossomed into an international business with 289 stores across Australia, New Zealand, Canada and the US.

The company's online capabilities are a vital supplement to these retail stores, enabling it to reach more customers. Using the Commerce Cloud, Michael Hill has added sparkle to online jewelry shopping through greater product personalization and customer interaction. As James Johnson, Group Digital Manager at Michael Hill, comments: "With [the Commerce Cloud], we've established a website that makes our customers feel as special as they would in-store."

The results have been phenomenal – between October 2013 and February 2014 website traffic increased by 85 percent, and customer conversion rates more than doubled. "Thanks to the flexibility and integration capabilities of [the Commerce Cloud], we've been able to develop exciting online features that help us attract more customers as well as up-sell and cross-sell more products," says Johnson.

A unified and unique experience

Michael Hill's previous website lacked the best practice functionality needed to enhance site merchandising, marketing, content management and the overall user experience. "We wanted to unify our online capabilities with the in-store customer experience and grow our ecommerce revenue," explains Johnson. "We selected [the Commerce Cloud] due to its functionality and speed to market."

CASE STUDY: Michael Hill brings the charm of jewelry shopping online with Commerce Cloud

The Commerce Cloud underpins four Michael Hill websites for New Zealand, Australia, Canada and the US – all of which went live on same day in November 2013 – as well as Emma & Roe Australia.

Amblique was the local implementation partner and advisor on this successful and rapid implementation. Justus Wilde, Amblique's Founder and Principal Strategist, comments: "The jewelry space is highly competitive, with a great opportunity for innovation. We work with Michael Hill to help build a strong, omni-channel platform that will support growth across all their markets."

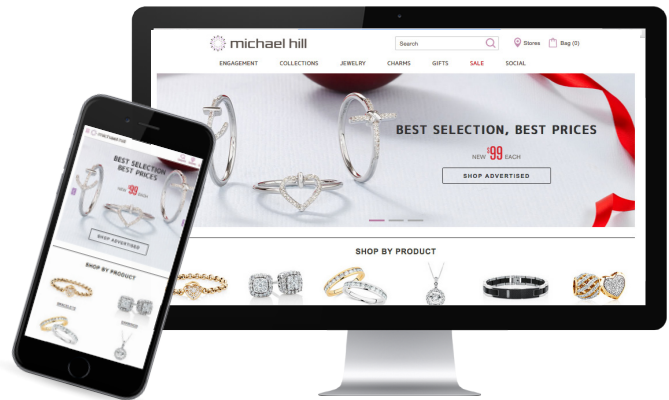
The Michael Hill sites boast extensive features, including a personalized charm builder, shoppable videos, interactive catalogues and the ability for customers to share their stories.

The Commerce Cloud provides the underlying product catalogue architecture for items in the charm builder and ensures a consistent shopping experience. "The charm builder enables customers to build a custom bracelet from more than 1,000 components, replicating the in-store experience," elaborates Johnson.

This and other online features are available across the full spectrum of user devices, as Johnson explains: "Mobile is a really important channel in the Australian market where more than 50 percent of site visits and a significant proportion of our revenue is from mobile devices. Using [the Commerce Cloud], we've been able to create device-agnostic sites using responsive design."

Compelling content and customer communities

As well as adapting to different devices, the sites enable Michael Hill to add new features in response to changing customer needs. For example, with the LINK partner ecosystem, Michael Hill can innovate faster by integrating pre-built capabilities with the the Commerce Cloud, such as video, ratings and reviews.



"It takes just a few minutes for our digital team to create shoppable videos on our websites. [The Commerce Cloud] is so easy to use, we only need a team of three people to manage all five sites," comments Johnson.

Videos are a core part of the site content, which has been created to reflect the company's personality and culture. Reviews and ratings are also very important to Michael Hill's customers. By taking this one step further and allowing customers to socially share their love stories, the company has been able to create a customer community.

"We continually develop new ideas to enrich the online experience, including styling videos, brand pieces and gift finders," comments Johnson. "With [Commerce Cloud], we can bring new ideas to market more quickly and cost-effectively, which helps drive greater competitive advantage and revenue."

About Amblique

Amblique is a digital commerce consultancy providing retail strategy, ecommerce platform implementation and optimization services. It works with retailers and brand owners to deliver a consistent and engaging brand experience across all channels.



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