

Globant 

**living
edge®**



Digital Transformation with **Customer-Centric Design**

Living Edge is Australia's leader in premium original and sustainable furniture.

Introduction

The company delivers high-end experiences to a broad customer base, including consumers, architects, and design professionals.

Living Edge helps its consumer and professional customers solve different problems. A modern technology stack was vital to unifying the experience.

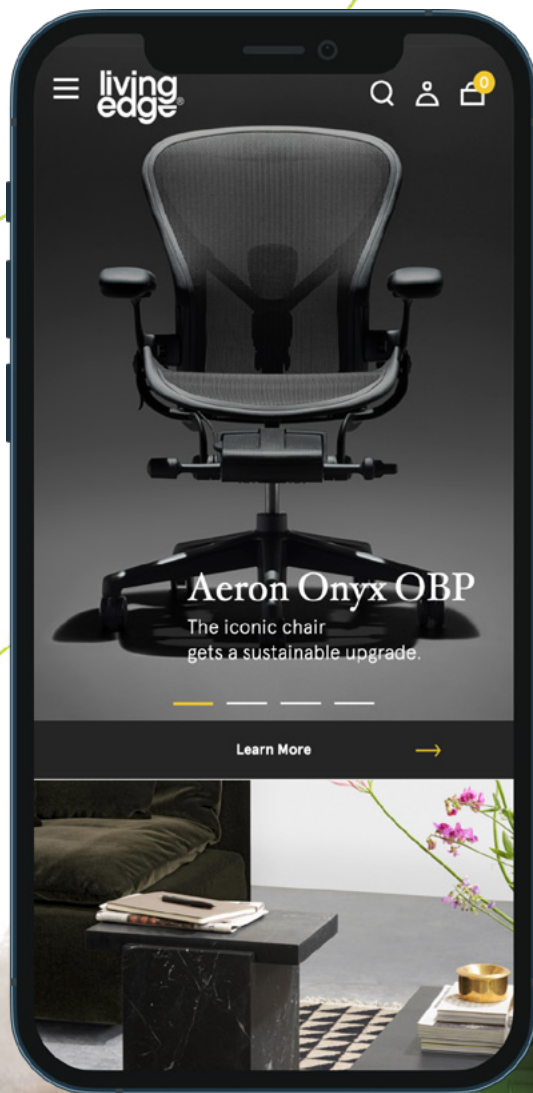
In 2017, Living Edge recognised its IT systems weren't keeping pace with business growth. The company needed a transformative solution to improve processes while keeping customers at the centre of everything.



The **challenge**

Living Edge helps its consumer and professional customers solve different problems.

A modern technology stack was vital to unifying the experience across all customer touchpoints. The need to reclaim time spent on labour-intensive, manual processes was also critical to scaling faster.





The **Strategy**

Living Edge knew there was a significant opportunity to increase average order value and online revenue.

The company could support its future growth goals by boosting on-site product selection and building consistent omnichannel experiences.

Living Edge also focused on a single source of data to better serve the business and its customers. The enterprise technology stack of Salesforce Commerce Cloud and CRM solutions was ideal for the digital transformation needed.

Execution

Salesforce recommended global commerce innovator, Globant, to create an online experience reflective of the premium quality of Living Edge and its products.

- The Globant team began with a detailed Service Design approach, speaking with Living Edge customers to understand their ideal digital experiences. Then, interviews with designers, architects, and Living Edge executive management and operational teams formed a 360-degree view of pain points and opportunities.
- The vast number of configurable product SKUs prompted streamlined UX and product

selection overhauls. Rapid identification of user types was also crucial to direct each user journey. Globant crafted two distinct online entry points serving tailored content to strengthen the B2B and B2C experiences. In-store appointment bookings, multi-shipment, and product collection improvements are further driving world-class end-to-end experiences for all customers.

- Salesforce Commerce Cloud and the global expertise of the Commerce Studio have built an impressive omnichannel solution. This digital transformation has improved Living Edge's processes and enabled sales staff to serve customers better.





Conclusion

Living Edge now enjoys streamlined operations that meet and exceed consumer and professional customers' expectations across all touchpoints.



Services

Strategy

- Consulting
- Customer Research
- Competitor & Market Research
- Business Case Analysis
- Technology Selection
- Ecosystem Design

Experience

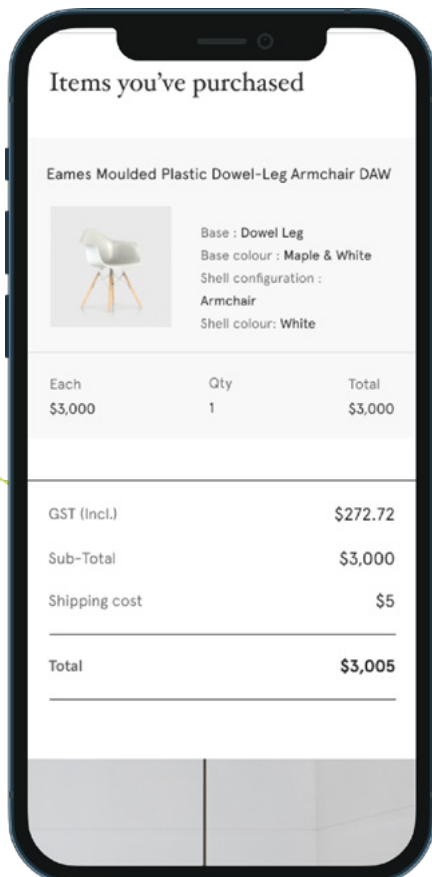
- Service Design
- Customer Journey
- UX Design
- UI Design

Delivery

- Commerce
- System Integration
- OMS
- Infrastructure

Growth

- 24/7 Care
- Maturity Model
- Experience Optimization



The Results

Digital transformation with customer-centric outcomes

- 280% YOY revenue growth since implementation
- 88% uplift in online conversions
- 95% increase in website new users



The Salesforce Commerce Cloud solution delivered by Globant has dramatically improved our processes and made sure our customers remain the centre of our universe.

In the past, navigating and finding the products and information customers needed online wasn't easy. The Commerce Studio worked to really understand our users' pain points and priorities before carefully enacting our vision of an outstanding end-to-end, cross-channel experience.

The digital overhaul has transformed our operations and brought truly impressive results.

James Morton
Chief Finance Officer, Living Edge



About **Globant**

We are a digitally native company that helps organizations reinvent themselves to create a way forward and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 25,924 employees and we are present in 21 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of the Cybersecurity Tech Accord.

For more information, visit

www.globant.com



Globant 