

Helping a Big Box Retailer Improve their eCommerce Platform

As retailers continue shifting their efforts online, a big box retailer decided to revamp their eCommerce experience by entirely rebuilding their desktop, mobile, tablet, and registry websites. This initiative involved bringing eCommerce operations in-house, as well as building and managing a new platform for two different sites.

After over 2 years of cycling through various project management teams, the client engaged Clarkston to help drive the project to completion in less than five months.

Retail Case Study

PROJECT OVERVIEW

CLARKSTON
CONSULTING

COMPANY:



A large big box retailer

INDUSTRY:



Retail

EMPLOYEES:



More than 50,000

REVENUE:



More than \$10 billion

PRIMARY OBJECTIVES:

- Provide holistic project management and leadership across project work streams
- Manage and coordinate mobile development, testing, and deployment teams
- Develop a phased deployment strategy to minimize risk to the business
- Share guidance on testing strategies, including QA and User Acceptance Testing

RESOLUTION:

- The new websites have two primary objectives:
 - 1) Improve e-commerce revenue and profitability while
 - 2) Reducing maintenance and support costs

Clarkston's disciplined project and program management methodology enabled this retailer to realize these objectives even faster.

KEY BENEFITS:

- Improved the user experience through a modern full-screen responsive design, new navigation and search capabilities to help find products faster, and richer images to ensure a customer can find what they are looking for
- Created a streamlined customer journey by decreasing time to place an order through a simplified cart and checkout process
- Revamped the registry experience on the eCommerce site with a user dashboard that gives greater visibility into what an expecting family has requested
- Increased independence between Desktop and Mobile/Tablet sites – allowing for unique experiences if required

"It's easy to find a project manager. What's difficult is finding one that's committed to the output first and not just the process. So much of project management becomes a practice in checking boxes. But with Clarkston, it was refreshing to work with people who dug in, learned all they possibly could about our business and the solution being implemented, and then executed a plan that fit us rather than forcing our organization into a template. Their attention to detail and commitment to the outcome makes them a true partner."

VICE PRESIDENT OF
PROJECT MANAGEMENT,
GLOBAL RETAIL
COMPANY

