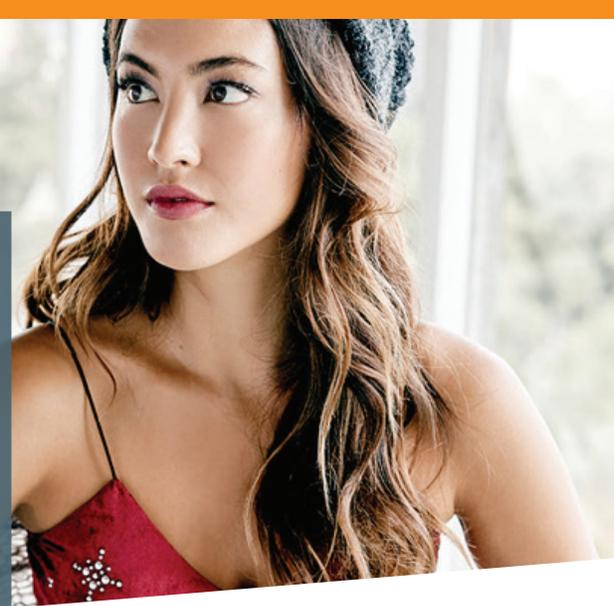


LYONSCG CASE STUDY

# Creating a Mobile-Centric Brand Experience

Charlotte Russe gets a digital makeover



Charlotte Russe is a one-stop head-to-toe shopping experience for stylish girls on the go. With more than 500 stores throughout 45 states and Puerto Rico and with an ever-growing digital shopping presence, they're always evolving and looking for what's next. For more information, please visit <http://www.CharlotteRusse.com> and follow them on Instagram @CharlotteRusse...#CRItsOn.

## HIGHLIGHTS

### LYONSCG Services

- eCommerce Implementation
- Application Support

### Commerce Platform

- Salesforce Commerce Cloud

### Key Integrations

- 15+ Third Party Integrations

## CHALLENGE

The world of fast fashion moves at a breakneck pace. As seasons and styles come and go, customers are searching for the brands that embody the latest trends and supply the best product. Fast fashion retailers need operational agility and flexibility to deliver what their customers currently crave while preparing for the latest fashions and trends.

With a target customer base of Gen Y and Millennial women, Charlotte Russe faced a critical challenge: how to upgrade and streamline its mobile shopping experience. The company was managing a separate mobile site that required additional time and resources to maintain. With over half of Charlotte Russe's web traffic coming from mobile devices, responsive site design, efficient checkout flows, mobile payment options, and simplified site management were all key areas of need.

As with everything in the fast fashion industry, time-to-market is critical, and addressing all of these needs needed to be done quickly. Back-to-school season is a critical time of year for fashion retailers, and Charlotte Russe needed its new online experience launched well before the end of summer break. This meant that Charlotte Russe also needed a strategic partner with the platform expertise and proven fashion-industry track record to solve these challenges and generate long-term results.

## SOLUTION

Charlotte Russe turned to LYONSCG to build and implement a new, vibrant, and engaging digital shopping experience on Commerce Cloud that would convert mobile traffic, optimize site management, and enhance efficiency.

Commerce Cloud armed the Charlotte Russe team with superior business tools that allowed them to better manage promotions, site merchandising and content with speed and little technical intervention.

## SOLUTION (Continued)

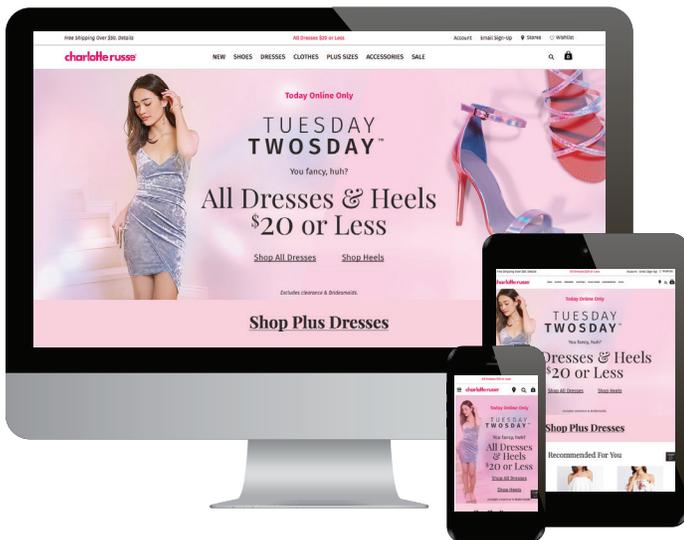
Key integrations such as IBM's Sterling OMS and OCAP integration to their mobile app enabled customers to access real-time inventory levels, and review past orders and current order status. The mobile app integration also allowed for a shared cart across all devices, ensuring a seamless experience for the customer. Store inventory look-up also enabled the customer to see what was available in-store, tying the online with the offline.

Through a collaborative discovery process and strategic project roadmapping, LYONSCG was able to outline an aggressive plan to have the new site and functionality live in July of 2016, ensuring operation during the back-to-school season.

"We had an aggressive timeline and a fairly complex project, so it was critical that we work with a partner who was proven and reliable, with significant experience in our space," said Carrie Welch, SVP of Digital Experience at Charlotte Russe. "LYONSCG was that partner for us, demonstrating willingness to do whatever was necessary to deliver our project without sacrificing quality, on time in advance of the back-to-school season."

## OUTCOME

LYONSCG's proven best practices and close collaboration with Charlotte Russe enabled the new site to launch in just under six months, before the critical back-to-school season.



Built on Commerce Cloud, the fluid, mobile-responsive site renders to 1280px, delivering a stunning digital experience across all devices. This has eliminated the need for a separate mobile site, allowing for a better digital experience across all devices and improving Charlotte Russe's speed to market with new features and functionality. Critical inventory and payment integrations provide customers with real-time inventory visibility and more ways to place orders than ever before.

With a high penetration of mobile traffic, these upgrades and integrations not only enhanced mobile traffic and conversion, but also drove efficiencies and results across the business as a whole.

## LOOKING FORWARD

Charlotte Russe and LYONSCG continue to drive digital leadership in the ever-changing world of fashion retail.

LYONSCG continues to implement upgrades and provide ongoing support services, with special attention paid to critical time periods around back-to-school season and the holidays. The collaboration between the two teams ensures that decisions and work efforts are closely aligned with Charlotte Russe's business objectives.

Additional enhancements and integrations around mobile payment, checkout, and personalization are in-progress and planned for 2017 and beyond, keeping Charlotte Russe at the forefront of fashion.

“LYONSCG was that partner for us, demonstrating great willingness to do whatever was necessary to deliver our project without sacrificing quality, on time in advance of the back-to-school season.”

**Carrie Welch**  
SVP of Digital Experience at Charlotte Russe

**LYONSCG**  
Commerce Realized!

HEADQUARTERS  
20 North Wacker Drive, Suite 1750  
Chicago, IL 60606

T: 312.506.2020  
F: 312.506.2022

www.lyonscg.com  
info@lyonscg.com

