

LYONSCG CASE STUDY

Launching an All-Star Digital Experience

Hibbett Sports partners with LYONSCG to build a game-changing new site



Founded by Rufus Hibbett in 1945, Hibbett Sports is a leading athletic-inspired fashion retailer, offering premier apparel, equipment, and coveted footwear from Nike, Adidas, and many other brands. Its stores are strategically located to provide small and mid-sized communities with big-city brands and service. This successful market strategy enabled Hibbett to grow into a 1,000+ store retailer stretching across 35 states.

Hibbett Sports conducted a customer study in 2017, and discovered that its shoppers were increasingly buying online from other sporting goods retailers. The data was clear: Hibbett Sports needed to build a premier digital experience to re-engage these customers and drive a new channel of opportunity and growth.

HIGHLIGHTS

LYONSCG Services

- Digital Marketing
- Commerce Implementations
- Experience Design
- Commerce Realized

Commerce Platform

- Salesforce Commerce Cloud

Key Integrations

- Radial OMS
- Amplience
- Bazaarvoice
- Apple Pay
- PayPal
- Google Maps

CHALLENGE

Without an eCommerce offering, Hibbett Sports found itself at a disadvantage. The company knew that a strong eCommerce presence was the way forward, and that launching its site correctly was more important than launching it quickly.

Hibbett Sports looked to luxury retailers and brands for inspiration and insight into creating an exceptional shopping experience.

Following this luxury model meant providing a feature-rich shopping experience alongside omnichannel functionality. Customer feedback revealed that shoppers wanted to interact with new service features, such as viewing real-time inventory and buying or reserving products online and then picking them up at their local store.

In regard to the shopping experience, the site had to complement bold vendor content with a sleek design, drive conversion through intuitive shopping flows, and host interactive features, such as a sneaker launch calendar. It also meant extending the in-store Hibbett Sports customer service experience to its digital channel. This would be no small feat, however, requiring complex systems integrations with the brand's loyalty program and POS system.

Furthermore, Hibbett Sports lacked the internal expertise and bandwidth to build this premium experience, making partner selection a crucial step in its digital evolution.

SOLUTION

Hibbett Sports decided to build its new eCommerce presence on Salesforce Commerce Cloud for its flexibility and scalability, choosing to partner with LYONSCG for its holistic engagement model and years of Commerce Cloud experience.

First, LYONSCG design experts crafted a stunning and mobile-responsive site that grabs the shopper's attention. Rich product detail pages (PDPs) enable shoppers to intimately engage with every piece of footwear, apparel, and equipment. Product detail pages include content such as 360-degree product views, videos, questions and answers, ratings and reviews and True Fit. Shoppers can even scroll through user-generated content curated from social media for each individual product.

Once the site was designed, the LYONSCG Commerce Implementations team constructed the site on the Salesforce Commerce Cloud platform. These developers built made-to-order functionality that provides customers with an unmatched shopping experience. The new Launch Calendar showcases upcoming releases on individual PDPs, and enables customers to filter by brand, gender, color, size, and more. Sneaker aficionados can place digital orders the exact second a shoe drops, or, if they prefer to experience the launch in-store, the Launch Calendar will point them to the nearest Hibbett Sports location supporting the release.

The Launch Calendar isn't the only example of the seamless integration of Hibbett Sports' digital and in-store experiences. Relying on customer feedback, LYONSCG further extended the platform's capabilities with a fully customized Buy Online and Pick-Up In Store/Reserve Online and Pick-Up In Store (BOPIS/ROPIS) solution. Customers can use the functionality to pick-up items the day they order them, select a store to pick-up from, reserve multiple items with no obligation to purchase, and even authorize someone else to pick-up items on their behalf.

LYONSCG also facilitated key integrations between Commerce Cloud, Google Maps, Radial OMS, and inventory systems.

“Our vision was to create a premium website that would give customers a sporting goods experience they can't find anywhere else. LYONSCG understood this vision and ensured every step would help make it a reality.”

Bill Quinn
VP of Digital Commerce
Hibbett Sports

OUTCOME

The winning combination of Hibbett Sports' clear eCommerce vision and LYONSCG's proven best practices resulted in a sleek and sophisticated new site that has been a total game-changer. Customers love the new experience.

Shoppers can locate the nearest store, return online or in-store purchases for free, and access MVP/VIP loyalty program benefits on any device. Clearance merchandise is now visible to customers nationwide, improving inventory turns and reducing stocking levels.

The new BOPIS/ROPIS program has been successful. Coupled with LYONSCG's back-end inventory integrations, customers have been able to buy or reserve products and then pick them up in as little as 90 minutes.

Hibbett Sports embarked on a mission to enhance its brand by building a digital experience that offers new, engaging ways to shop. Customer response has been overwhelmingly positive, with the brand driving a significant percent of sales online.

RESULTS

Hibbett Sports has \$1 Billion in annual revenue.

After 90 days post-launch:

8% - eCommerce Channel Revenue Share

By Q3 2018:

62.2% - eCommerce Revenue Growth

8.8% - eCommerce Channel Revenue Share

