

LYONSCG CASE STUDY

Hotel Chocolat Serves Up Distinctive Digital Experiences

LYONSCG delivers a sophisticated solution
for the luxury chocolatier



Hotel Chocolat is a world-renowned, luxury chocolatier and gifting company that has always paved its own path. In 1993, it became one of the UK's first "e-tailers," selling chocolate online long before eCommerce was the norm. In 2004, the company opened the first Hotel Chocolat shop in London with the mission to make chocolate exciting again. Today, Hotel Chocolat has 93 shops, 18 cafes, 13 School of Chocolate locations, an upscale restaurant in London, and a cocoa estate and luxury hotel in Saint Lucia.

HIGHLIGHTS

LYONSCG Services

- Digital Marketing
- eCommerce Implementation
- Application Support

Commerce Platform

- Salesforce Commerce Cloud

Key Integrations

- Elucid
- RedEye
- Google Tag Manager
- Bazaarvoice
- CyberSource

Originality, authenticity, and ethics are what set Hotel Chocolat apart: it's one of the world's few chocolate makers to actually grow its own cocoa. Across ingredients, recipes, designs, and experiences, Hotel Chocolat is truly a distinctive brand with exceptional products.

Since inception, Hotel Chocolat has understood the power of chocolate to lift people's spirits, and it is committed to making the shopping experience aspirational across every customer touch point, including digital. In 2016, Hotel Chocolat partnered with LYONSCG to realize its vision for a new, best-in-class digital experience.

CHALLENGE

As an eCommerce pioneer, Hotel Chocolat embraced digital early on. But, over time, the company had developed multiple disparate digital properties, and was challenged with managing separate sites on antiquated systems. Hotel Chocolat wanted to consolidate these properties on a best-in-class platform to provide a single, unified experience to its customers.

The company's legacy platform limited the accessibility and functionality of Hotel Chocolat's unique experiences. For example, the products behind the brand's innovative gifting experience were not organized and presented logically across devices. Additionally, the chocolatier was forced to separately manage desktop and mobile experiences, resulting in a limited, disjointed customer experience. Hotel Chocolat wanted a responsive design and approach to create a seamless and enhanced experience, reinforcing its position as a premier gifting brand with the ability to grow its mobile footprint.

Hotel Chocolat's chocolate subscription model has more than 70,000 subscribers, but its isolated digital experience did not meet expectations and was difficult to manage, with manual processes. The chocolatier envisioned a personalized, data-driven subscriber experience fully integrated with the main shopping site.

SOLUTION

To realize these and other goals, Hotel Chocolat required best-in-class technology and a services partner capable of developing a highly customized, sophisticated solution. Hotel Chocolat selected Salesforce Commerce Cloud as the new commerce platform and LYONSCG as the partner to develop an engaging, unified brand experience across all of its digital properties.

Hotel Chocolat was not looking for a cookie-cutter eCommerce site, but one that serves up experiences as original and distinctive as its brand. With a proven track record of hundreds of successful implementations on Commerce Cloud, LYONSCG had the experience to build a custom solution that would meet all of Hotel Chocolat's needs.

To unify the brand's distinct digital properties, LYONSCG built a master, multi-site architecture, designed to easily scale to support growth and innovation. The new hotelchocolat.com allows shoppers to access Gifting, Subscription, Café and Restaurant, and Hotel sites from one central location, and seamlessly navigate from one area to another. Adaptive design ensures that the site is optimized for mobile devices and more efficient site management. Products can now be displayed in multiple places across the site, such as individual products, sets, bundles, recipes, etc. to inspire customers and give them as many options as possible. Shoppers can order gifts, manage chocolate subscriptions, find stores, and even book restaurant and hotel reservations all from the same place.

The site also includes a series of unique gifting experiences custom-built by LYONSCG. Shoppers can construct bespoke gift hampers one chocolate at a time, and as they add items, view how "full" their hamper is and see total costs in real-time. They can order multiple gifts at once, and choose from multiple messaging and shipping options for each recipient. The site also supports B2B capabilities, such as volume orders.

In addition a seamlessly integration into the main site, the new chocolate subscription experience now includes ScoreUs functionality, allowing members to rate the individual chocolates in a box. Members receive a box of new chocolates each month to taste, test, and score. The data is then used to inform and direct future offerings.

Integration with brick and mortar locations includes a store finder and the ability to search for locations by boutique, restroom, and Wi-Fi services. Click-and-collect functionality allows shoppers to purchase items online and pick them up in store. On the Restaurant section, shoppers can view menus, seating availability, and use Open Table to make reservations. These are just a few of Hotel Chocolat's numerous, custom-built enhancements.

“With a project as complex as ours, it was critical that we work with an experienced partner who possesses the knowledge, expertise, and creativity needed to meet our goals.”

Melissa Shackleton
Director of Commercial, Hotel Chocolat

OUTCOME

The new Hotel Chocolat digital experience engages shoppers with thought-provoking content, stunning design, and detailed information on every piece of chocolate, delighting both first-time customers and long-time brand ambassadors alike. Since launching January 2017, conversion rates have increased 16% site-wide, and mobile devices are now the leading source of traffic to the site.

Operationally, the master architecture and responsive design have simplified site management and enabled the success of cross-channel strategies such as "click-and-collect." These enhancements have improved operations by almost 30%.

RESULTS

Hotel Chocolat realized the following performance improvements.

5% - Site Traffic

22% - Transactions

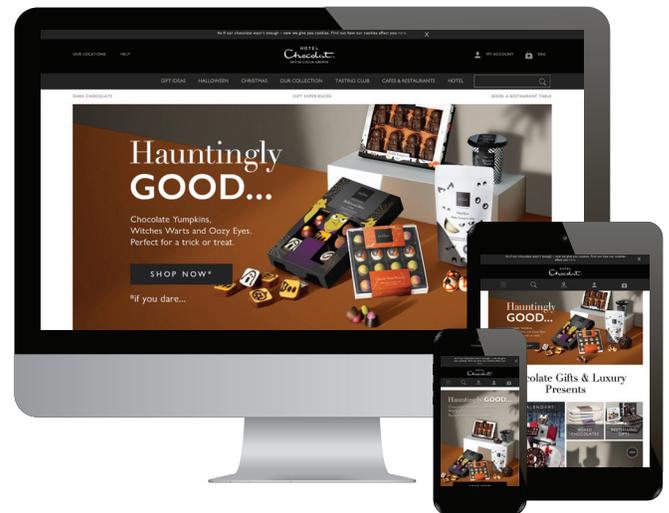
6% - Revenue

16% - Conversion Rate

LOOKING FORWARD

The master, multi-site architecture can be leveraged to easily develop and manage new sites as Hotel Chocolat expands into new regions and new markets.

Hotel Chocolat and LYONSCG have established a relationship based on trust, collaboration, and results and work together to continually enhance the digital experience and improve operational excellence.



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