How CHRIST increased revenue and customer retention with SAP Commerce Cloud and SAP Emarsys

CHRIST
seit 1863

Before: Challenges and Opportunities
- Eliminate inefficiency caused by numerous silos in data collection, enhance performance and integration, streamline data utilization from various sources, and improve customer engagement that turns gift givers into repeat buyers.

Why SAP and KPS
- SAP Commerce Cloud is best in class for flexibility and scalability and is easily integrated with SAP Emarsys to personalize their omnichannel customer experience.
- The SAP CX AI Toolkit with SAP Commerce Cloud is a great foundation to develop new functionalities for an even greater customer experience.
- The vast experience KPS has in SAP products was really important in the SAP Commerce Cloud webshop development and in the implementation of SAP Emarsys.

After: Value-Driven Results
- Optimized data usage to enhance personalized customer engagement and significantly increasing the repurchase rate for substantial business impact.
- Experienced an incredible uplift in email open rates by 10 to 15% which resulted in increased revenues by 30 to 40 % compared to the last year using SAP Emarsys.
- SAP Commerce Cloud has an uptime of +99.9% and manages about half a million orders and growing during the peak holiday season.
- Quickly integrating new revenue streams through SAP Emarsys such as Email, Web Channel, Web Push, and Mobile Wallet with WhatsApp being added in the future.

"For year-round shopping and especially in peak season, SAP Commerce Cloud and SAP Emarsys give us exactly what we need to be the best in class."

Michael Berghoff, Chief Digital Officer, CHRIST Juweliere

60,000
Orders shipped directly from 200+ stores during the high peak holiday season

+40%
Increased revenues experienced in one year using SAP Emarsys integrated with SAP Commerce Cloud

Featured Partner

KPS

CHRIST Juwelier	**Industry**	**Products and Services**	**Employees**	**Featured Solutions**
Hagen, Germany	Retail	High-quality jewelry	2,400	SAP Commerce Cloud
www.christ.de		and watches		SAP Emarsys

SAP