



PUT YOUR BEST FOOT FORWARD

Amplience & Hotter Shoes



Overview

Hotter Shoes has identified a niche in the market for stylish shoes with comfort built in. It prides itself on product innovation, world class production facilities and continual reinvestment in the business and is now the largest shoe manufacturer in the UK.

In 2020, Hotter, like many other retailers, was forced to consolidate its stores, and after closing 59, it focused on a digital transformation project to improve the omnichannel customer experience and enhance engagement. Bringing this to fruition meant finding the right technology partners.



The Challenge

Hotter Shoes serves over four million consumers both online and in-store, primarily in the older female market. The challenge of Covid-19 and lockdown forced the company to make some hard choices.

It looked carefully at its well-performing brand, its success in catering for the 65+ age group, and the economic challenges of brick-and-mortar stores in the current climate. It took the decision to close 59 of its 82 shops in 2020, however the uptick in eCommerce sales growth that ranged from 20% up to 27% during the Peak period and run up to Christmas, gave the company the confidence it needed to forge ahead with its digital transformation project.

Having already embarked on an upgrade to the website before Covid hit, Hotter Shoes doubled down on its determination to become a digitally led business and to provide customers with a seamless journey and improved storytelling.

“By virtue of hosting more of our business in the ecommerce channel we can improve our customer view, manage our capital and inventory better and optimise stock for the right place at the right time.”

Victoria Betts, Chief Commercial Officer, Hotter Shoes

KEY CHALLENGES

- Recognising customer shopping habits and footwear needs and using technology to accurately serve the audience
- Engaging the entire Hotter team in the transformation process
- Managing inventory
- Creating content that encourages customer dwell time

The Solution

In June 2020 Hotter invested in Amplience's unified platform for commerce content. This instantly allowed the company to optimise its existing assets and automate product media and images to improve storytelling across the site.

Content teams were able to respond quickly to a changing situation, adapting content according to need. Customers were directed towards slippers, walking shoes and health footwear, to meet the growing demand and encourage sales.

Hotter peppered new content across its pages highlighting the benefits of choosing the right shoes for customised comfort and even suggested good walks that its customers could take.



How Amplience Made The Difference

The user interface engaged the entire team, from the creative and eCommerce designers through to the brand marketers. Comprehensive training made it straightforward and easy to use.

Working with Amplience encouraged Hotter to think differently about its digital offer. Where previously content pages and selling pages were presented separately, now they work concurrently, presenting a more cohesive customer journey.

“Amplience has encouraged Hotter to think differently about its digital offer. We’re at the beginning of our relationship, but it’s already reaping benefits.”

Victoria Betts, Chief Commercial Officer, Hotter Shoes




At the beginning of lockdown, with concerns around social distancing, Hotter took its foot off the pedal when it came to the face-to-face programme of usability it ran with a select group of customers. However, once this was reinstated with surveys and online consumer usability groups, it was able to derive detailed insights. These were applied using the Amplience platform so that a more personalised service could be delivered to customers.

By cutting the time it took to produce content, Hotter could also be more relevant and topical, which improved engagement, extended dwell time and boosted sales across all channels.

Improving the customer view helped to deliver a more seamless journey and enabled Hotter to optimise stock for the right place at the right time.

Because Hotter can now align its content across multiple channels it is able to reach new customers. During the Peak period towards the end of the year digital marketing, and even social media, which has not been a lead channel for the company, were allowing consumers to find the brand for the first time. The omnichannel approach also attracted shoppers that had previously only been seen in-store, and who accounted for half of the orders received during that period.

The Results

-  Increased engagement across the website, the app, the blog, social media and email
-  Relevant and topical content has boosted sales of specific product lines
-  Improved storytelling has enhanced the customer journey



Amplience powers digital-first brands and retailers with the freedom to do more. Our low-code CMS, DAM and Digital Experience Management platform allows more than 350 of the world's leading brand teams to manage content, not code. The result is a rapid ROI for our clients who are delivering data and insight-driven customer experiences that drive deeper, more valuable customer relationships. Amplience supports the industry's transition to Microservice, API-first, Cloud and Headless (MACH) technologies, is MACH certified and an executive member of the MACH Alliance.

Named a Strong Performer, Amplience was recognized by Forrester in The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021 report with the highest possible scores attained in the criteria of decoupled delivery, deployment and system performance, components, and marketplaces.

Powering customer experiences for the world's most innovative brands, Amplience's customers include Ulta Beauty, Coach, GAP, Crate & Barrel, Harry Rosen and Missguided.

Experience FREEDOM



Amplience UK
6th Floor Tower House
10 Southampton Street
London, WC2E7HA, UK
+44 20 742 6990

Amplience USA
234 Fifth Avenue
New York, NY
10001, USA
+1 917 410 7189

contact@amplience.com
www.amplience.com