



MAKE STUNNING CONTENT FAST

Amplience & Liberty London



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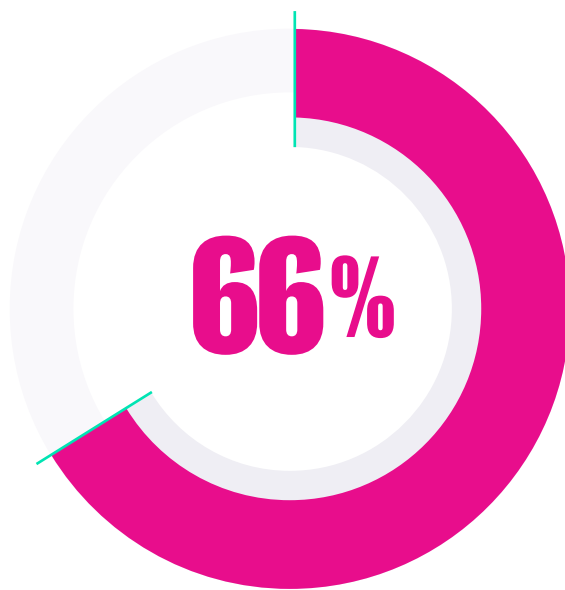
Liberty is an iconic UK department store, set over 6 floors, bringing cutting-edge design, unexpected edits and beautiful wares from the world's greatest craftspeople in fabric, beauty, fashion and home. As Oscar Wilde famously remarked, "Liberty is the chosen resort of the artistic shopper", a statement that is just as true today.

Customers walking into Liberty expect world-class service and products. And today, they expect the same online. Liberty teamed up with Ampliance to create a powerful new online experience to engage customers at the same level as their flagship store.



The Results

Reduction In Content Production Time



- No longer reliant on salesforce commerce cloud developers to create new landing page and article page templates
- 1-Click publish feature enabled on the integrated content platform



The Challenge

Liberty wanted to evolve its heritage brand to create an online experience as powerful as an in-store visit. New tools were needed to combine with Salesforce Commerce Cloud (SFCC) to create world-class content with easily measured results.

But current workflows were clunky. SFCC developers were always required to make updates. And the design team's schedule was getting chewed up by creating, editing, and scheduling website content. Something as common as updating homepage content took a full day.

It was impossible for designers to focus on their top priorities, holding Liberty back from delivering the online experience customers wanted.

KEY CHALLENGES

- Finding a proven platform that syncs with SFCC to create world-class content
- Bottlenecks and manual processes stalling production
- Over relying on SFCC developers and design team



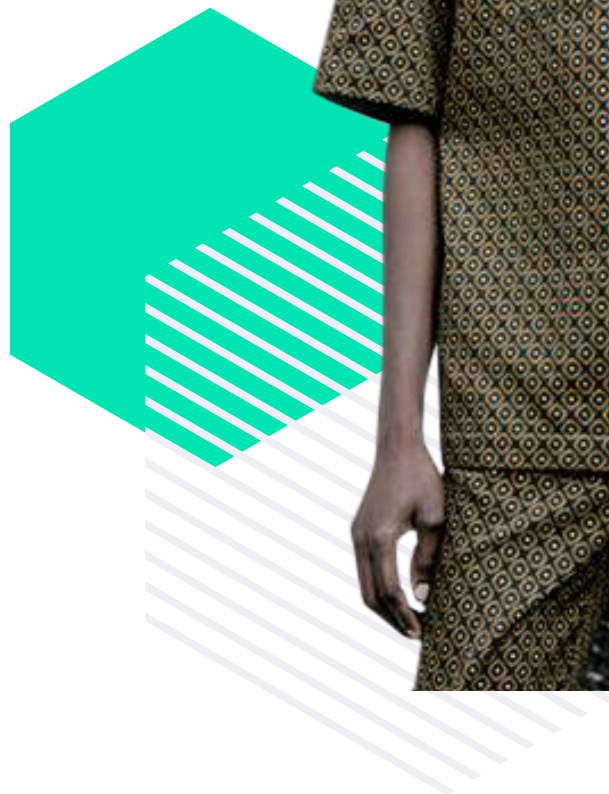
The Solution



Amplience moved fast to integrate Dynamic Content, Dynamic Media and Content Hub with SFCC. All three were connected seamlessly and delivering results within two months. The amount of time this opened up led to an entire restructuring of the creative team.



Productivity was at an all-time high: designers could now focus on their priorities and SFCC developers weren't in constant demand now that teams had full control of the content creation process.



How Amplience Made The Difference

- Liberty is now telling its story through powerful online experiences. With lean workflows in place, a 'create once, publish everywhere' process, and teams free to focus on their priorities – world-class content is published with ease. No bottlenecks. No stress.
- The time it takes to produce content was reduced by 66%. Liberty can now create a new homepage in around two hours. Before Amplience, that was a full day's work. Content Hub streamlining asset management led to a major boost in SEO and mobile traffic, too. All imagery, web fonts, PDFs, GIFs and rendering templates on Liberty's website are now instantly accessible.
- Liberty is still looking to push on despite all the benefits achieved so far. It's focusing on improving site speed even further while adding new features like Point of Interest and Hotspots. Amplience is supporting Liberty with each step to maintain an online experience that few can rival.
- The flexibility of the platform has allowed Liberty to introduce clienteling features that have proved very popular during Covid-19 lockdown. Virtual clienteling means customers can select a video slot from a list of Liberty experts so they can have a one-to-one discussion while the store is closed. Hero is a pop up on the website that allows customers to request a rapid-response voice or video call to get product advice, and ZenDesk is available live at the checkout for standard customer service queries.
- The agile, cross-platform process has significantly boosted mobile traffic. This shot up to around 60% of all Liberty online traffic prior to the pandemic and is still climbing, despite many customers now visiting via desktop devices.
- One of Liberty's objectives was to expand its online presence overseas. Since launching the new platform its conversion growth has accelerated, particularly in the US market which is responding to strong delivery propositions and custom content. South Korea, the Gulf States and Australia are not far behind.

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 Misguided.

Experience FREEDOM



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