

LYONSCG CASE STUDY

Implementing a Timeless Brand Experience

LYONSCG helps Timex make the customer journey second to none



Tracing back to 1854, Timex has been an iconic American watch brand. For more than 160 years, Timex has focused on quality, durability and elegant design. Timex is known for making watches that can ‘take a lickin’ and keep on tickin’. In early 2016, Timex was ready to take the next step in its digital revolution: the introduction of a flexible and dynamic enterprise-level commerce platform that would position the company to quickly scale across brands and global markets.

HIGHLIGHTS

LYONSCG Services

- Digital Strategy
- Experience Design
- eCommerce Implementation
- Digital Marketing
- Application Support

Commerce Platform

- Salesforce Commerce Cloud

Key Integrations

- Custom OMS
- Bronto
- Tealium
- Bazaarvoice
- DIS Dynamic Imaging
- Experian QAS
- First Data
- OAuth
- PayPal Express
- YouTube

CHALLENGE

Timex faced a variety of challenges with its existing eCommerce solution. Built on Drupal, the former eCommerce site had experienced outages during peak selling periods, impacting both the customer experience and sales. In addition, all content on the site was hard-coded, resulting in longer lead times and a dependency on development resources. The business could not react with speed. This approach restricted the agility and flexibility of the site, making seasonal and promotional adjustments expensive and time consuming, as well as consuming valuable technical resources. Timex wanted a solution that would empower its business users with control over site content and the brand experience.

The design of the old site was in need of a revamp to provide customers with a seamless experience that aligned with the product it was selling. Timex wanted to revitalize its online brand experience to better reflect its rich history of quality, innovation and iconic design.

Supporting international expansion was another key requirement. The new platform and site architecture must allow Timex to easily launch and manage additional sites for international markets.

SOLUTION

Timex turned to LYONSCG to develop a new and engaging online shopping experience built on the Salesforce Commerce Cloud platform.

Through a collaborative discovery process, LYONSCG was able to understand and address Timex’s diverse eCommerce challenges. Leveraging the capabilities of the platform, LYONSCG designed and built a beautiful new site, immersing visitors in a rich brand experience reflective of the iconic Timex brand.

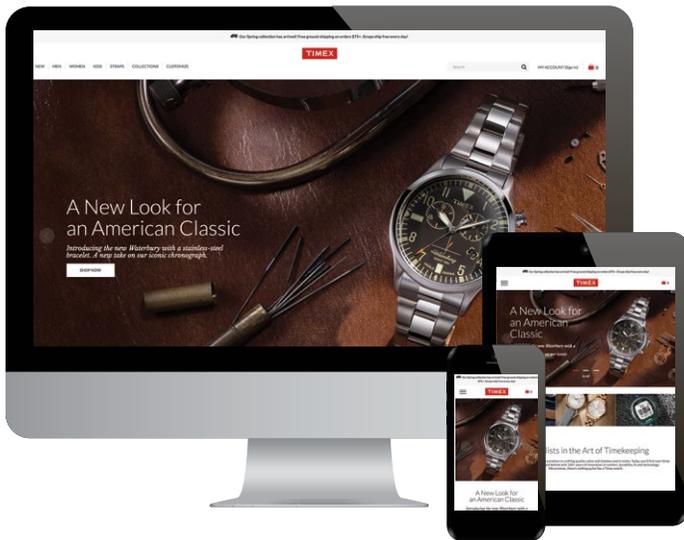
SOLUTION (Continued)

LYONSCG developed a multi-site architecture that enables Timex to easily launch local-language sites for international markets, while ensuring a consistent brand experience across geographies.

The project comprised several complex integrations, including Timex's custom order management system, Tealium for content and tag management and Bronto for email marketing. Other third party integrations included Bazaarvoice, First Data, PayPal Express/Pay Eezy, Oauth, Experian QAS, YouTube, and DIS Dynamic Imaging Services.

Timex's business users are no longer reliant on technical resources to manage and evolve the site experience. They can now access the powerful merchandising tools of the Commerce Cloud to continually update content and evolve the online commerce experience, while freeing up valuable IT and development resources.

"We are pleased with the transformation of our E-Commerce business and the performance of the new Timex.com. Our collaboration with the LYONSCG team and Salesforce Commerce Cloud will position us to scale further, quickly and effectively building a global business," said Kimberley Correia Hunt, VP of E-Commerce at Timex. "Throughout the project and beyond, LYONSCG demonstrated a willingness to understand our brand and business, ensuring the delivery of valuable solutions without sacrificing quality. We continue to partner with LYONSCG to continually deliver against business needs and evolve our brand and business. LYONSCG is helping Timex make this a reality."



OUTCOME

Through LYONSCG's proven best practices and a truly collaborative effort with the Timex team, the site was designed, built and implemented under budget and ahead of schedule. The new timex.com was launched in time to support the 2016 holiday shopping season, and saw an increase in performance in Q4.

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RESULTS

YOY Growth Thanksgiving to Cyber Monday 2016

14% - Traffic

99% - Revenue

97% - Conversion Rate

123% - Orders

YOY Growth Holiday Season 2016

287% - Black Friday Revenue

208% - Conversion Rate

239% - Orders

14% - Average Order Value

LOOKING FORWARD

Timex and LYONSCG forged a lasting partnership, and will leverage this bond moving forward. LYONSCG has been retained to provide ongoing support services to ensure the site runs smoothly and the team is always empowered to realize its commerce vision. Further upgrades and projects are planned for 2017, and both LYONSCG and Timex could not be more excited.

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Kimberley Correia Hunt,
VP of E-Commerce at Timex

LYONSCG
Commerce Realized!

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