



Case Study

FURNITURE RETAILER MODERNIZES ONLINE AND IN-STORE EXPERIENCES

SEES TRIPLE-DIGIT INCREASES IN CONVERSION, TRAFFIC, AND GROWTH

Founded by a sculptor and two architects, Minneapolis-based Blu Dot needed to update its eCommerce site to reflect its philosophy of useful, desirable, modern designs. Over a five-year partnership, LYONSCG leveraged Magento Enterprise Edition to address the diverse needs of Blu Dot's growing business, challenges, and customer base.

DESIGNING A SUPERIOR DIGITAL BRAND

Blu Dot first turned to LYONSCG to improve its B2C experience by making it easier and more engaging for shoppers to customize modular furniture pieces. Using a new visual configurator, customers can see their finish and color choices appear on the screen in real time, which simultaneously improves reliability, engagement, and conversion.

For the complex requirements of B2B buyers, LYONSCG developed a separate portal where dealers and retail partners can efficiently browse catalog and online inventory. With the same experience as Blu Dot's B2C site, buyers review spec sheets, assembly guides, and dealer information that instill confidence they're buying the correct product for their retail stores.

331%

*Increase in web
traffic between
2010–2015*

104%

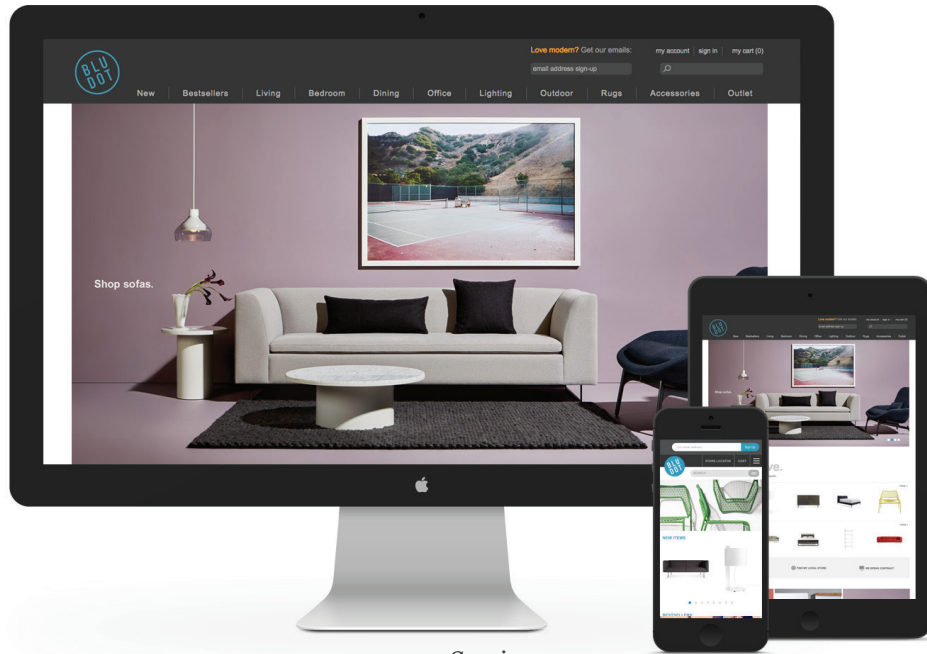
*Rise in conversion
rates between
2010–2015*

74%

*Year-over-year
growth*

“From the partner perspective, we picked LYONSCG because I believed they’d be a true partner to the business as opposed to just a systems implementer.”

Mike Wodtke, director of eCommerce & technology, Blu Dot



Services

DS <i>Digital Strategy</i>	EI <i>eCommerce Implementation</i>	AH <i>Application Hosting</i>	AS <i>Application Support</i>	DM <i>Digital Marketing</i>
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RENEWING THE RETAIL EXPERIENCE

All this brand and sales growth called for a new POS system—one that links to a single Magento-based solution with Blu Dot’s ERP supporting all channels. To solve such a challenge, Blu Dot once again looked to LYONSCG. Delivered in the form of tablets, the new Magento-based POS drives sales by letting associates browse Blu Dot’s complete inventory, locate items in other stores, process orders anywhere on the sales floor, track sales and commissions, and save key customer preferences.

A REMODELED FUTURE

Using the breadth and depth of LYONSCG’s solutions, Blu Dot has changed the way it engages and interacts with customers. Improved eCommerce capabilities, integrated point-of-sale-technology, and flexible merchandising approach work together holistically to drive sales and give customers richer, more meaningful experiences across touchpoints. With growth at new heights, Blu Dot’s reimagined omnichannel experience is a true reflection of the brand’s commitment to accessible, desirable modern designs.

LYONSCG is the industry’s premier eCommerce digital agency. LYONSCG crafts world-class digital experiences for online retailers, branded manufacturers, and B2B organizations, leading them through the complex world of online and omnichannel commerce. We offer you technology leadership and design innovation that result in a creative, robust, and increasingly profitable eCommerce website.