



PGA TOUR  
**SUPERSTORE**

LYONSCG CASE STUDY

# Hitting a Digital Hole-in-One

LYONSCG Brings the PGA TOUR Superstore Experience To Every Channel and Device

**LYONSCG**  
*Commerce Realized!*



Since its inception in 2003, the PGA TOUR Superstore has provided golfers with a truly customer-centric experience. Stores are known for their incredibly knowledgeable staff of certified teaching professionals, extensive product selection, and the industry’s finest customer service.

Shoppers are known to spend hours in stores perusing the massive selection of clubs, balls, shoes, and apparel. The differentiator, though, is the brand’s commitment to growing the game and helping players to improve. From in-depth swing track analysis and custom club fitting to tech-infused indoor driving ranges, the PGA TOUR Superstore experience is unlike any other in the sporting goods industry.

LYONSCG Services

Experience Design

Commerce Implementations

Commerce Realized

Digital Marketing

Commerce Platform

Salesforce Commerce Cloud

CHALLENGE

The digital PGA TOUR Superstore experience did not live up to its impressive brick-and-mortar counterpart. The golf equipment retailer had originally built a commerce site on a customized legacy platform, but limited functionality, infrequent stability issues and a completely isolated mobile site meant that customers received an experience that missed the cut.

The exponential growth of mobile commerce solutions has made shopping from a phone much easier, but PGA TOUR Superstore had no way to offer a mobile-optimized experience on its legacy platform. The mobile site was isolated and non-responsive, driving a wedge between the brand and mobile-savvy shoppers.

The platform itself created further stability issues, and would occasionally underperform under heavy traffic during large sales and peak shopping times. These hiccups put PGA TOUR Superstore at risk of losing out on valuable revenue and exposing shoppers to a negative brand experience.

Beyond this, enhancements on the company’s legacy platform were scheduled to be sunset. Faced with these mounting issues and wanting to bring its rudimentary digital shop in line with its superb in-store experience, the PGA TOUR’s exclusive retail partner needed the right partner to create an engaging, innovative digital solution.

Not only would the PGA TOUR Superstore site remain stable under heavy traffic, but the retailer also had a fully optimized mobile site to immerse the increasing number of golfers who shop from their phones.

LYONSCG took the time to understand our business and unique shopping experience. Now, our site connects customers more closely to their favorite brands, products, and game.

Kelly Burdette  
Director of eCommerce, PGA TOUR Superstore

SOLUTION

With a clear vision for a premier digital experience, PGA TOUR Superstore engaged LYONSCG to build the new site and create a host of custom integrations on the scalable, robust and responsive Salesforce Commerce Cloud.

After receiving new mobile-first designs from the company’s third-party creative agency, the LYONSCG Commerce Implementations team then implemented the full mobile-optimized site on Salesforce Commerce Cloud. Now, not only would the PGA TOUR Superstore site remain more stable under heavy traffic, but the retailer also had a fully optimized mobile site to immerse the increasing number of golfers who shop from their phones.

Teed up with the stability and flexibility that the brand needed, PGA TOUR Superstore turned to LYONSCG to integrate a number of systems with the commerce platform to create a sophisticated, seamless experience between its stores and digital properties.

Integrations with the powerful Kibo OMS and Border Free ensure that PGA TOUR Superstore can serve international golfers without the need for additional sites. LYONSCG Digital Marketing experts were also engaged during the launch to optimize the site for organic search, set up Google Analytics and Tag Manager for in-depth visitor behavior analysis.

Key Integrations

- Player’s Club Loyalty Program
- Custom Quote POS
- Club Customization Engine
- Salesforce Customer Service Center
- Salesforce Einstein AI
- Cybersource
- Kibo OMS
- Border Free Cross-Border Fulfillment
- Sovos Taxware
- Google Product Feed
- Google Analytics
- Google Tag Manager
- Bronto ESP
- PayPal
- PowerReviews
- Experian QAS Address Validation



## OUTCOME

The new PGA TOUR Superstore digital experience has been a huge success. The leading golf equipment retailer now has a more unified retail strategy, where in-store, desktop, and mobile channels are all accessing the same customer data and can all facilitate the high-touch service that customers love about the brand.

Moving to this more engaging, seamless approach has driven incredible results in 2018. The brand's eCommerce business is up 20% to 30% in 2018, and brick-and-mortar sales are up a robust 15% to 20% as well. This shows that shoppers are able to easily utilize these new digital commerce channels to not just shop, but also inform their purchases that later convert in-store.

Just as the PGA TOUR Superstore in-store experience continually evolves to offer the latest and greatest in golf equipment, the brand continues to work with LYONSCG on optimizing its digital experience as well. The Digital Marketing team is working to move the brand towards SEO maturity, and further unified commerce initiatives such as Ship-to-Store are in the works as well.

## About LYONSCG

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. For more information, go to [www.lyonscsg.com](http://www.lyonscsg.com).

## RESULTS

### Year-Over-Year Growth

#### Online Revenue

42%

#### Online Conversion Rate

27%

#### Mobile Traffic

11%

#### Bounce Rate Improvement

17%

#### Organic Search Revenue

40%