

## LYONSCG CASE STUDY

# Dynamic Digital Experience Delivered in Record Time

The LYONSCG Ultra-Rapid Launch Program Moves  
Spring Mobile to Salesforce Commerce Cloud in  
15 Weeks

## HIGHLIGHTS

### LYONSCG Services

- Ultra-Rapid Launch Program
- Commerce Implementations
- Commerce Realized
- Experience Design

### Commerce Platform

- Salesforce Commerce Cloud

### Key Integrations

- iQmetrix Retail Management Software

Since its inception in 2001, Spring Mobile has grown from a small mall-operated cell phone service retailer into America's largest wireless dealer. The brand supplies customers with everything from the latest smartphones and AT&T plans to cases, chargers, and other critical accessories.

## CHALLENGE

Spring Mobile was firmly embedded in brick-and-mortar channels, but the retailer wanted to expand and engage with customers outside of its nearly 2,000 retail locations. Without an existing digital commerce experience, Spring Mobile lacked that ability.

Beyond engagement, unlocking new growth drivers was a priority for Spring Mobile. A new digital experience would enable shoppers to access the retailer's extensive catalog wherever they are.

When it came to the new storefront itself, Spring Mobile wanted to get to market quickly and easily. The brand's goal was to get their experience live and stable on a leading, cloud-based commerce platform, and then iterate optimizations later based on user behavior.

## SOLUTION

Given Spring Mobile's requirements and extremely aggressive timeline, the retailer turned to LYONSCG for its unique combination of holistic commerce services and unrivaled platform expertise.

The LYONSCG Ultra-Rapid Launch Program (uRLP) was the differentiator. By relying on field-tested methodologies, streamlined workflows and templates, the uRLP gets brands online on Salesforce Commerce Cloud in a matter of weeks.

After engaging with Spring Mobile to better understand the business and its needs, the LYONSCG Experience Design team got right to work constructing a comprehensive style guide. The guide was based off of AT&T's tight brand standards, and would serve as the visual and aesthetic framework for the rest of the site.

## SOLUTION (Continued)

Next, the LYONSCG Commerce Implementations team took the style guide and built out the digital experience on the robust, scalable Salesforce Commerce Cloud.

The new site includes an optimized organizational taxonomy and incorporates unified commerce functionality. Users can now shop by device, brand, and category, and even find the stores closest to their location with a simple click.

To finish off the experience, the team then integrated Salesforce Commerce Cloud with Spring Mobile's management software: iQmetrix. The technology solution is specially designed for wireless retailers and can be found across the thousands of Spring Mobile locations.

This integration ensured that the new digital experience would be synchronized with the company's entire commerce environment. Orders and other critical commerce data would be shared regardless of which channel orders were placed through.

## OUTCOME

As part of the uRLP, the site was fully built and launch-ready in a staggering 12 weeks. The team then spent the next three weeks integrating Salesforce Commerce Cloud with the retailer's OMS.

Going from nothing to a fully operational Salesforce Commerce Cloud experience in just 15 weeks has enabled Spring Mobile to engage its customers online and take full advantage of its position as the largest AT&T reseller in the US.

“We needed a partner that could work with our extremely aggressive timelines. Not only did LYONSCG launch our site in just 15 weeks, but their partnership has been invaluable to our digital transformation roadmap.

**Tyler Gardiner**

Sr. Director, Omnichannel & Marketing  
Spring Mobile

