



LYONSCG CASE STUDY

Building a Customer-First Digital Experience

LYONSCG Brings Chicco's Style and Expertise Front and Center

Chicco is a renowned global expert and retailer for everything baby. Founded in Italy in 1958, the brand represents a rich legacy of product quality, innovation, and style. Beyond its sharply designed car seats and strollers, Chicco leverages its passion for knowledge to inform and guide new parents in their quest to provide the best for their children.

HIGHLIGHTS

LYONSCG Services

- Digital Marketing
- Experience Design
- Commerce Implementations
- Commerce Realized

Commerce Platform

- Salesforce Commerce Cloud

Key Integrations

- Storefront Cartridge Update
- Bazaarvoice

CHALLENGE

Chicco brings more to the table than just sleek and stylish products. Thanks to decades of research and innovation, Chicco had the data and knowledge to help new parents keep their children safe and secure from pregnancy through early childhood. The brand's customer research showed that digital visitors were crying out for information from the earliest stages of their shopping journey. Instead of getting this content, they were greeted with products and promotions.

These products and promotions all lived on their own pages, and users had no way to compare selections and find the right choice for their needs. This forced shoppers to open multiple product pages and "pogo stick" between them to compare and contrast features in hopes of finding the perfect car seat or stroller for their specific needs.

The site's previous design understated the expertise and rich tradition of the brand. Outdated aesthetics and a lack of storytelling elements ran counter to the company's fashion-forward heritage. At a more granular level, copy, content, and promotions on the U.S. site did not address the nuances and needs of the brand's market.

Operationally, the Chicco legacy site was built ad hoc and relied on excessive customizations to keep it up and running. Content was hard-coded, requiring developer resources to make even the smallest changes. The Chicco mobile site was an exact replica of the desktop site, only sized down for mobile devices and had the same issues. Lastly, nothing about the legacy site was optimized for SEO and driving organic traffic.

SOLUTION

LYONSCG imagined a new on-brand digital experience for Chicco to help enhance the brand's image as an industry visionary and guide new parents from gathering basic information on how to install a car seat through buying the perfect product for their child.

SOLUTION (Continued)

The LYONSCG Experience Design team collaborated with Chicco designers to take the brand's iconic look and extend these principles throughout the site. From the homepage on down, the site engages shoppers along every step of their journey. All new templates and product pages provide the perfect backdrop for this overall journey engagement model, arming shoppers with the vital information they need before presenting them with product options.

To drive engagement and make the experience even more intuitive for new parents, LYONSCG optimized the brand's SEO strategy to enhance organic visibility and custom-built guided selling content and functionality to support the brand's two most popular product categories: car seats and strollers. Engaging graphics, content, and navigation features guide shoppers to the perfect products based on the age, height, and weight of their children. With one click, customers can view a lineup of Chicco products that match their exact needs.

Fashion is a major motivator for everything Chicco, so LYONSCG built all-new fashion-centric pages to highlight the brand's stylish nous. The pages are functional as well as fashionable: every design is fully shoppable, allowing customers to filter products by color, collection, and other variables.

LYONSCG implemented the newly designed, fully responsive site on Salesforce Commerce Cloud, creating a seamless experience across channels and devices. This upgrade enables Chicco business users to control the new experience instead of relying on expensive developer resources to make simple changes.

“ We were looking for a partner that could go beyond simply implementing a new commerce platform. LYONSCG kept our business and customer needs at the forefront, and that approach has made all the difference.

Stephanie Sutton
Digital Marketing Manager, Chicco

OUTCOME

The new site is a rousing success. Modern, mobile-savvy parents are immersed in the heritage and style that make up the core of the Chicco brand, and have immediate access to a trove of valuable information to help them make the best decisions possible for their young children. This guided selling strategy has driven a 33% uptick in Average Order Value and a 20% boost to conversion rates.

This focus on optimizing the customer journey earned the site “Best in Category” recognition at the prestigious Horizon Interactive Awards. This highlights the phenomenal collaboration and understanding at the base of the partnership between LYONSCG and Chicco.

RESULTS

Growth Since Launch

35% - Revenue

33% - Average Order Value

20% - Conversion Rate

Guided Selling Engagement

12% - Sessions Viewing 'Choose a Car Seat' Page

18% - Sessions Viewing 'Choose a Stroller' Page



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Commerce Realized!

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