

A photograph of a jewelry store window display. The display features several mannequins wearing necklaces and earrings, along with various jewelry boxes and pieces. The background is a dark, textured wall. The image is overlaid with a semi-transparent blue and green gradient.

OSF DIGITAL aristocrazy

CUSTOMIZING
SALESFORCE COMMERCE CLOUD
TO MEET ARISTOCRAZY'S BRAND NEEDS

OSF Digital – Aristocrazy

ABOUT ARISTOCRAZY

Passion, dedication and the ambition to grow were passed down from generation to generation by the Suárez family. It resulted in the creation of Aristocrazy in 2010. Quality, exclusivity, design and perfection guide the company's entire process, and these elements were the inspiration for this new concept: jewelry as a fashion accessory, designed to be included in the best shopping streets of the biggest cities with a clear international mission.

Aristocrazy has commenced its international expansion based on its growth in Spain and the warm reception it has received there. The company's objective is to take the brand to new markets where it can tell people about its products and its infatuation with fashion and the latest trends in jewelry.

Aristocrazy operates more than **100 stores across the world.**



ARISTOCRAZY'S CHALLENGES

Required a Flawless Ecommerce Solution

Aristocrazy's existing ecommerce solution couldn't keep up with the brand's growing needs. Performance and reliability issues as well as the website's inability to withstand increased traffic kept the brand from investing in marketing campaigns.

Aristocrazy needed a steady ecommerce solution that would empower the brand to **deliver a luxury shopping experience online**. Aristocrazy was looking to:

REPLATFORM

all its existing transactional and non-transactional websites over to Salesforce Commerce Cloud

IMPROVE

response times and increase customer satisfaction with the overall process

REDESIGN

its websites, enhance the checkout process and make improvements in an agile way

MANAGE RETURNS

more efficiently and properly reverse logistics to ensure a smoother returns process

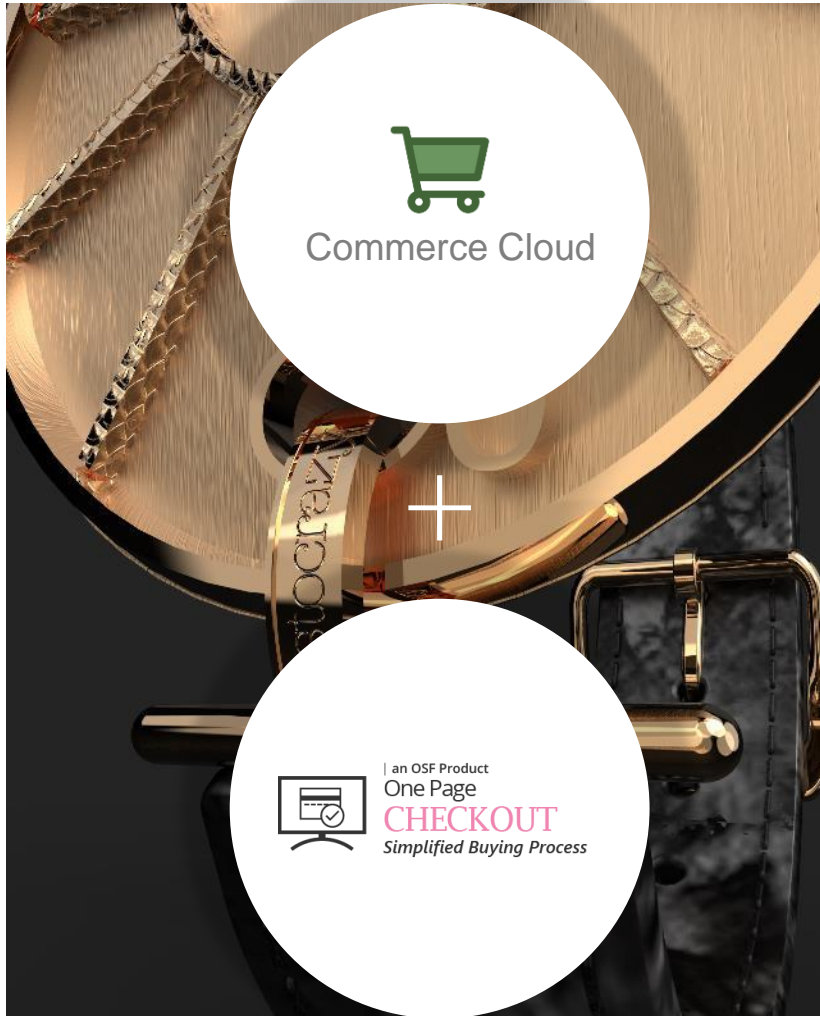
ENHANCE

the customer experience by ensuring smooth payment, shipping and returns processes



OSF's SOLUTION

Salesforce Commerce Cloud Implementation



SALESFORCE COMMERCE CLOUD IMPLEMENTATION

Replatformed Aristocrazy.com onto a Salesforce Commerce Cloud solution and helped the luxury brand benefit from a scalable, customizable SaaS ecommerce platform.

This enables the company to create a thoughtful digital experience that achieves both brand and commerce visions.

CUSTOM DEVELOPMENT

Built the Aristocrazy Commerce Cloud module on top of OSF's One Page CHECKOUT Salesforce Commerce Cloud Cartridge for the Aristocrazy website.

This module allows for:

- Catalogue management
- Best sellers
- Returns management

OSF's SOLUTION

Enhancing the Customer Experience

OSF Digital worked with Aristocrazy's in-house teams to perform the following enhancements to the brand's ecommerce platform and digital strategy:

PAYMENTS

Implemented alternative payment methods:
Adyen → for credit card payments
Aplazame → for deferred payments

SOCIAL SIGN-IN

Introduced an easy way for Aristocrazy customers to log in with a social sign-in option

CAMPAIGNS

Supported Aristocrazy in launching more and new massive marketing campaigns

PERFORMANCE

Ensured uninterrupted performance of the online store to support more traffic and more commerce actions

OSF's SOLUTION

One Page CHECKOUT Product

OSF Digital integrated One Page CHECKOUT to shorten and simplify the checkout process and allow Aristocrazy's customers to complete their purchases in one step.

USER-FRIENDLY

Provides a straightforward purchasing process and gives customers a quick and easy way to enter, modify and review their order details.

RICH DESIGN

The checkout page is visibly shorter, thanks to an accordion-like design that expands and collapses the checkout form sections.

A/B TESTING

Run A/B tests to compare checkout performance, and identify opportunities to increase loyalty, drive sales and earn additional revenue.



IMPROVE CONVERSIONS

The improved checkout design based on a single-page solution facilitates a lift in conversions.

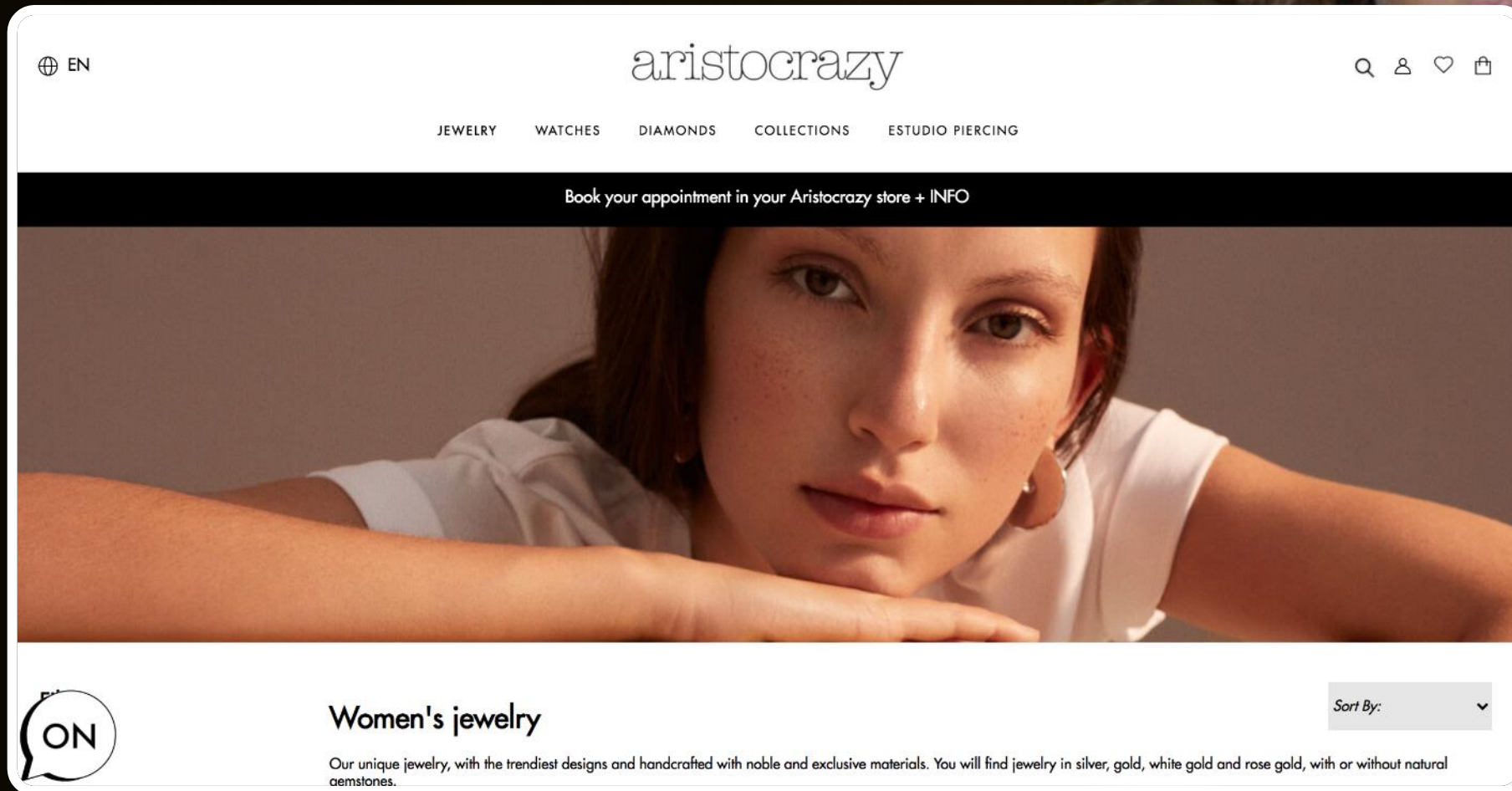
RETAIN CUSTOMERS

Shows a clear progress indicator to prevent customers from getting annoyed and abandoning their shopping carts.

SEAMLESS INTEGRATION

The solution can be seamlessly implemented with the brand's existing design, and One Page CHECKOUT can be easily enabled and disabled.

OSF's SOLUTION



RESULTS

FLAWLESS PERFORMANCE

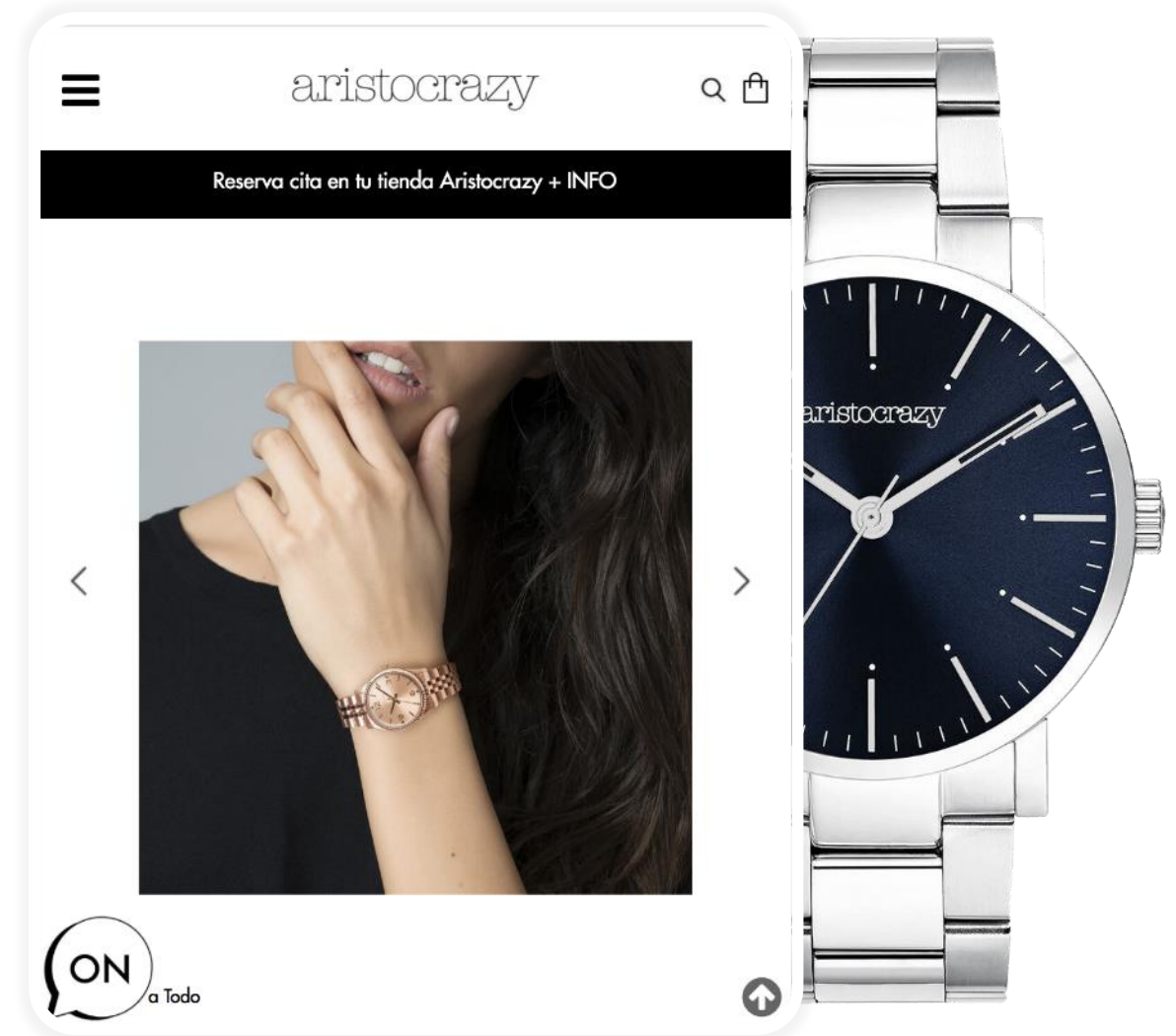
100% reliability of the platform

INCREASED TRAFFIC

2X the number of visitors

INCREASED REVENUE

2X the number of sales



RESULTS

+18%

AVERAGE WEB SESSION
DURATION

-46%

BOUNCE
RATE

+150%

CONVERSION RATE
NEW CUSTOMERS



+122%


CONVERSION RATE
REPEAT CUSTOMERS

+92%

MORE
SALES

+98%

INCREASE IN
REVENUE

A photograph of a jewelry store window display. The display features several white mannequins wearing various pieces of jewelry, including necklaces, earrings, and rings. The background is a dark blue wall with a large, illuminated, geometric wireframe structure. The lighting is warm and focused on the jewelry. The image is overlaid with a semi-transparent blue and green gradient.

OSF DIGITAL aristocracy

THANK YOU!

OSF Digital – Aristocracy