



**OSF** | DIGITAL *Baccarat*

# ACCELERATING DIGITAL TRANSFORMATION FOR BACCARAT GLOBALLY

---

# ABOUT BACCARAT

*Baccarat*

Founded in 1764, Baccarat, alchemist of joy and creator of enchanting worlds, is the fruit of a group of daring artisans who have transformed the four elements of nature – earth, air, fire and water – into crystal of unparalleled purity. By crafting true masterpieces, Baccarat has never ceased to surprise the world, garnering numerous awards at World Fairs and international exhibitions. This is how the name of a small town in eastern France, Baccarat, has over time become a symbol of the art of celebration and French joie de vivre. From Paris to Moscow, New York, Tokyo, Miami or Hong Kong, the unique experience of Baccarat's art de vivre can be found within its Houses, boutiques, restaurants, bars, hotels and lounges. Ahead of its 260th anniversary, Baccarat continues its international development, firmly anchored in its roots, and driven by the ambition to always fly higher. Discover the captivating world of Baccarat on [www.baccarat.com](http://www.baccarat.com) and on [www.instagram.com/baccarat](https://www.instagram.com/baccarat)



# BACCARAT'S CHALLENGES

Needs daily support for digital development

**OSF** | DIGITAL

Baccarat first partnered with OSF Digital in 2015, aiming to:

1

**Drive conversions**

2

**Improve the performance of customer-facing websites**

3

**Support the digital team with web mastering-related tasks**

They were looking for a partner to provide daily support with development and digital marketing activities.

# BACCARAT'S CHALLENGES

Compelling user experiences on an international scale

OSF | DIGITAL

As Baccarat continues to facilitate and expand its digital transformation, they focus more on the digital strategy for delivering **compelling user experiences on an international scale** and **reinforcing its position as a luxury brand**.



Baccarat needs to:

- ✓ Increase the performance of their commerce sites.
- ✓ Deliver a state-of-the-art solution and a connected customer experience.
- ✓ Expand their selling channels to serve customers better with an elevated UX.
- ✓ Align its ecommerce activities across regions with a global business strategy.
- ✓ Increase agility and reactivity to market trends through merchandising activities.
- ✓ Improve conversions and decrease lost sales from abandoned carts.
- ✓ Improve site search management and maintenance.
- ✓ Launch and monitor PPC campaigns for all ecommerce sites within the markets.
- ✓ Enhance data monitoring and analysis processes.
- ✓ Improve email marketing results.

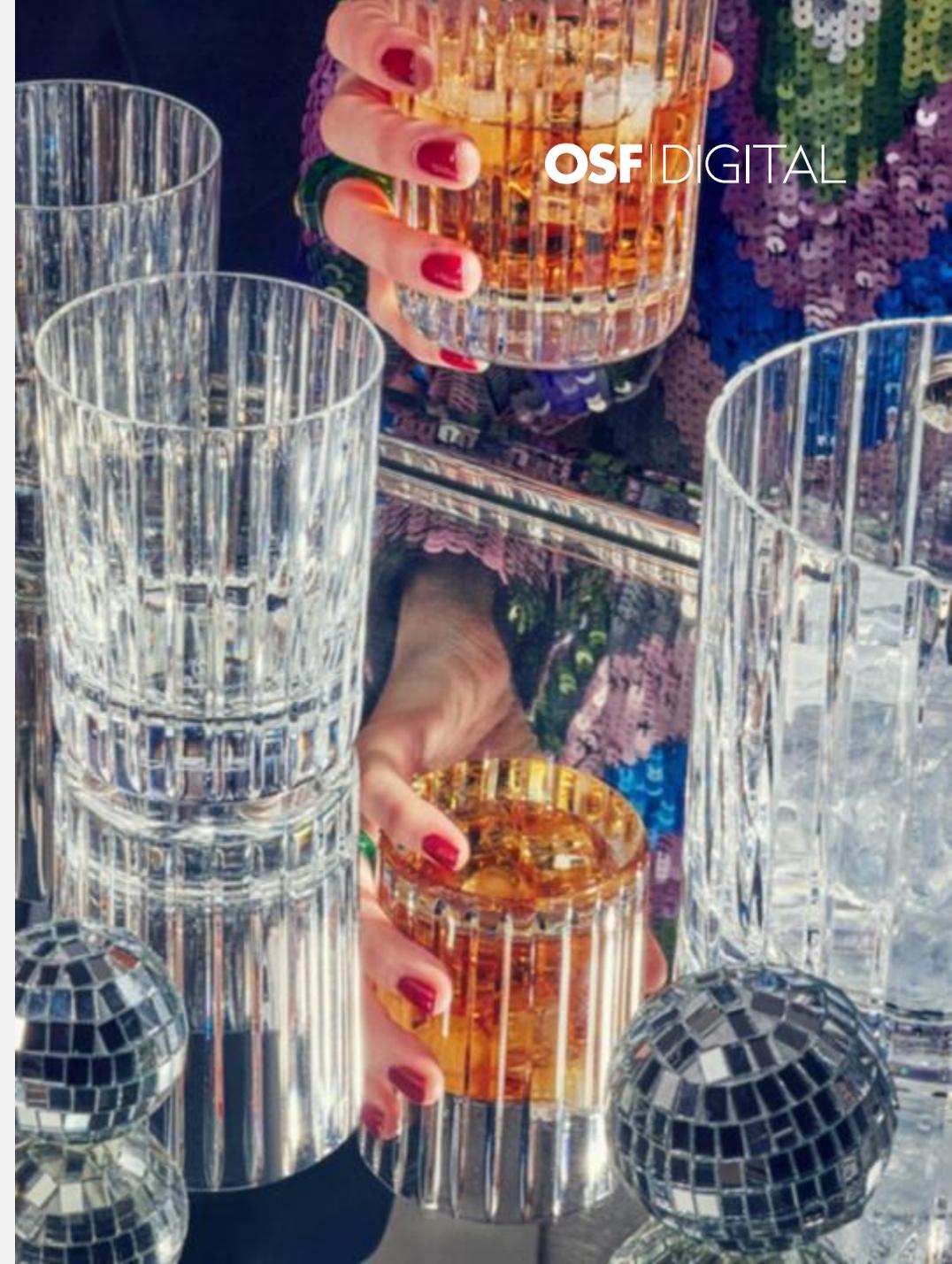
# OSF'S SOLUTION

Setting the stage for Baccarat's digital transformation

**OSF Digital actively supports Baccarat from the beginning of its digital transformation journey, setting the stage for its Customer 360 strategy.**

Our partnership started with Commerce Cloud replatforming, and over the years OSF became a reliable partner whom Baccarat entrusts with managing and streamlining its digital presence on a global scale.

Since 2015, OSF Digital has supported Baccarat with a dedicated team, delivering complex marketing deployments and day-to-day webmastering for the global sites, and offering a full range of managed services to help accelerate Baccarat's digital transformation.



# OSF'S SOLUTION

Setting the stage for Baccarat's digital transformation

OSF | DIGITAL

Since 2015, **OSF Digital replatformed Baccarat's 11 transactional websites** to Salesforce Commerce Cloud and launched 4 non-transactional websites in 10 different languages, with shipping to 31 countries.

After the initial site releases, OSF provides support for the launch of websites in Japan, Europe, Russia, China & Hong Kong, and Singapore.

OSF continues to support Baccarat with the expansion of operations in new countries.

# OSF'S SOLUTION

Embracing a multicloud approach

- ✓ Furthermore, OSF Digital takes a multicloud approach, deploying Salesforce Service Cloud, Salesforce Marketing Cloud, and Salesforce Commerce Cloud.
- ✓ We are seamlessly integrating Salesforce Service Cloud and Marketing Cloud with Salesforce Connector and ERP/Stambia for Baccarat Clients and Transactions.
- ✓ We are also integrating Commerce Cloud with Service Cloud, supporting Baccarat throughout its global expansion strategy.



# OSF'S SOLUTION

Unifying the marketing vision for Baccarat

We are working closely with the Baccarat team to support their marketing efforts—from planning to integration as well as everyday tasks, through our advanced knowledge of Salesforce Commerce Cloud Business Manager.

As the first company trained in Business Manager's Power User Management program, OSF offers Baccarat the freedom to create new and compelling user experiences on an international scale.

We facilitate Baccarat to:



**Create coherent** experiences for users on global sites across North America, Europe, Japan and Asia.



**Launch an email marketing strategy** that enhances the browsing experience and facilitates a swift path to discover their desired products.



**Strengthen their brand visibility** by offering an in-depth approach to SEO. We perform health-checks for their site performance, make recommendations, and apply a strategy for improvement.



**OSF** | DIGITAL

# OSF'S SOLUTION

Empowering Baccarat with strategic assessments and advisory

OSF | DIGITAL

We are working closely together with the Baccarat team to support their business goals—from analyzing their business needs and recommending how they can be addressed with Salesforce, to defining ways to adapt to Salesforce solutions to suit their changing sales, marketing, and customer service needs.

We help Baccarat to:

**Manage sales pipeline and forecasts** by providing real-time visibility of the pipeline and sales forecasts with precision so that they can grow their business with confidence.

**Build an omnichannel roadmap** by enabling a cohesive buying journey across the various channels that Baccarat's customers use.



# OSF'S SOLUTION

Facilitating Baccarat with comprehensive reporting and analytics

We are working closely with the Baccarat team to provide them with a bird's eye view of their business with the click of a button.

We enable them to gain access to comprehensive reports and custom-built dashboards to show the metrics that really matter to them.

## 24/7 BUSINESS SUPPORT

Maintaining the internal workings of Baccarat's operations: customer, product and order support, complaint management, reporting, and more.



# OSF'S SOLUTION

Omnichannel approach — from strategy to operations

**OSF** | DIGITAL

## ADVISORY

Facilitating ecommerce growth, defining objectives, prioritizing projects within Baccarat's business vision, and expanding the brand into new regions.

## MERCHANDISING

A to Z running of Baccarat's websites, managing Baccarat's requests on a daily basis.

## ANALYTICS

Leveraging 360° sales dashboards to analyze performance, define successes and failures, and develop a plan for future optimizations aligned with the company vision.



## MARKETING

Supporting and managing various ecommerce activities, including SEO, paid media, and worldwide campaigns. Additionally, OSF and Baccarat are working to build omnichannel journeys for the future, such as "Home deliveries" or "Click and collect" to enable consumers to browse and buy online or in-store. A cross-device journey will allow an immersive experience in the Baccarat world.

# OSF'S SOLUTION

Setting up Baccarat's omnichannel ecosystem

OSF | DIGITAL

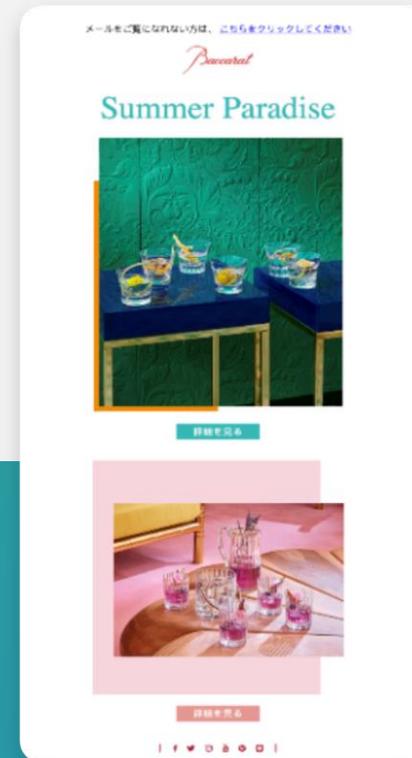
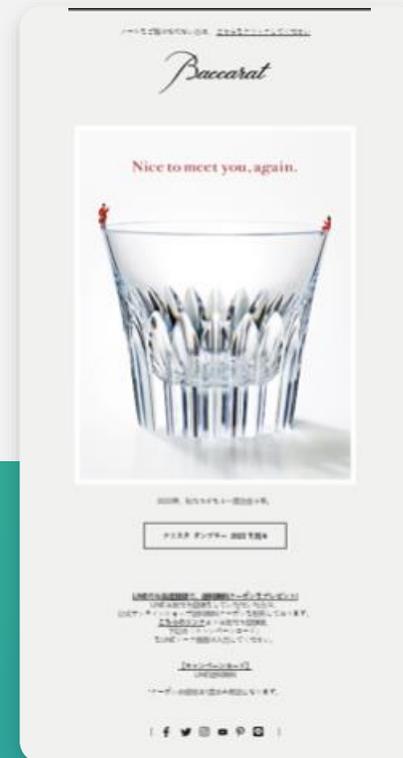
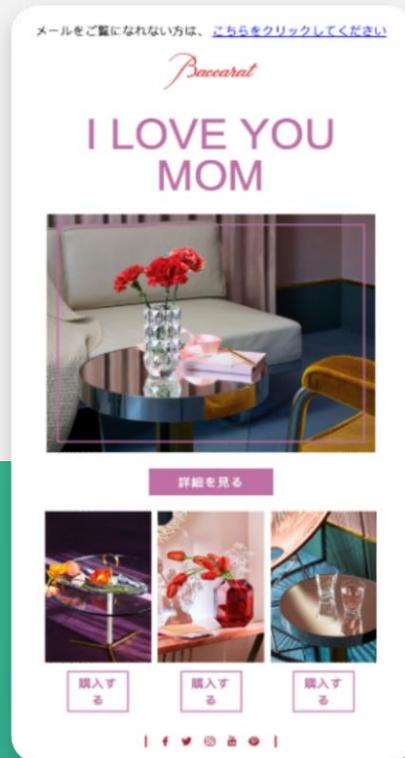


# OSF'S SOLUTION

Email capture optimizations

OSF | DIGITAL

Email examples

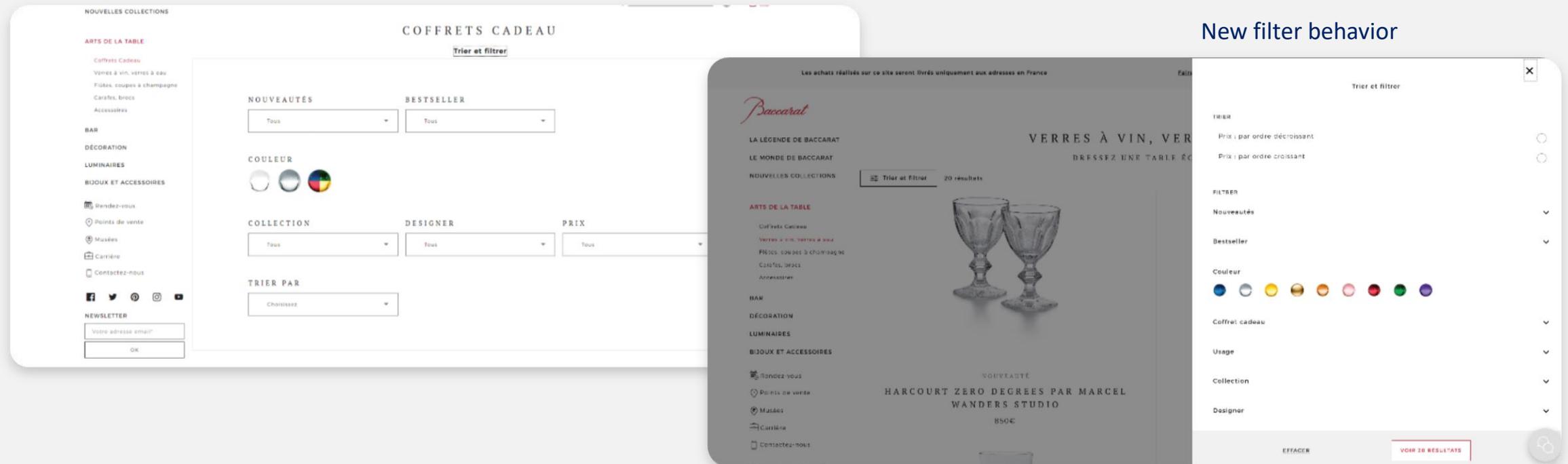


# OSF'S SOLUTION

Storefront optimization:  
New filters for a better customer journey

## MERCHANDISING

We changed filter behavior mid-June, therefore is it too early to have data.

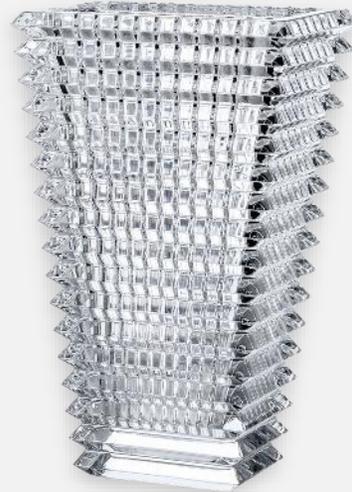


# OSF'S SOLUTION

SEO optimization:  
Content and organic search

## SEO

Organic search represents  
**38%** of global revenue



OSF | DIGITAL

https://www.baccarat.com

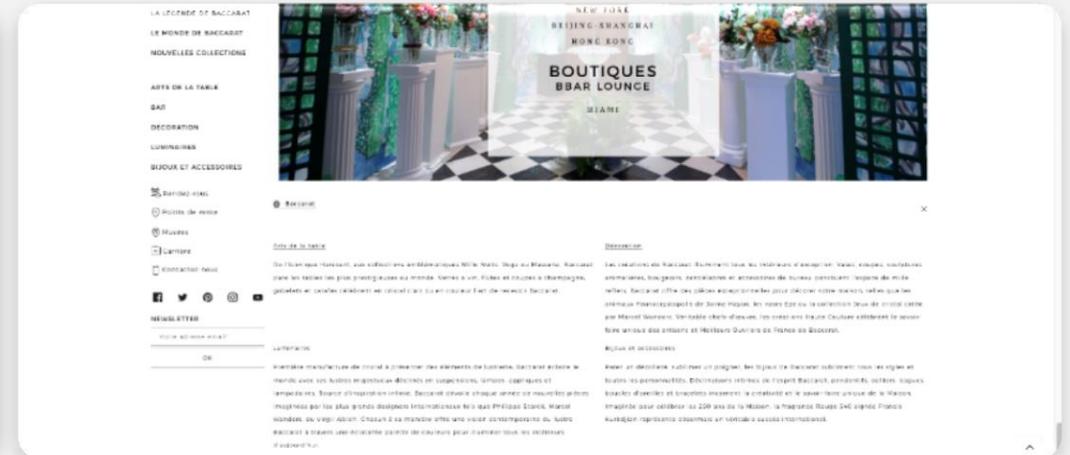
### 1. Baccarat Official Online Shop

Get domain authority, visits and engagement data with a free SEMrush account - [Connect](#)

**L: 1.43K** **LD: 19.8K** **I: 11.2K** **Rank: 271K** **whois** **Rank: 14.0K**

Browse Baccarat jewelry, lighting, decoration and tableware. Discover the french craftsmanship and crystal perfection of Baccarat on the official ...

[The legend of Baccarat](#) · [The world of Baccarat](#) · [Cocktail by Baccarat](#) · [Tableware](#)



# OSF'S SOLUTION

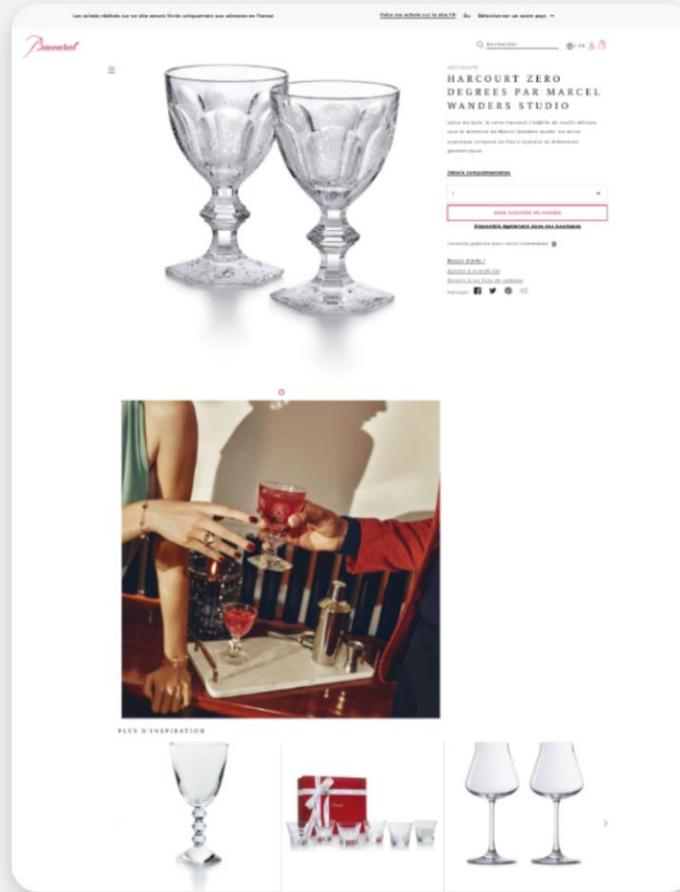
Einstein implementation enabled on European website:  
PDP, search, sorting rules

OSF | DIGITAL

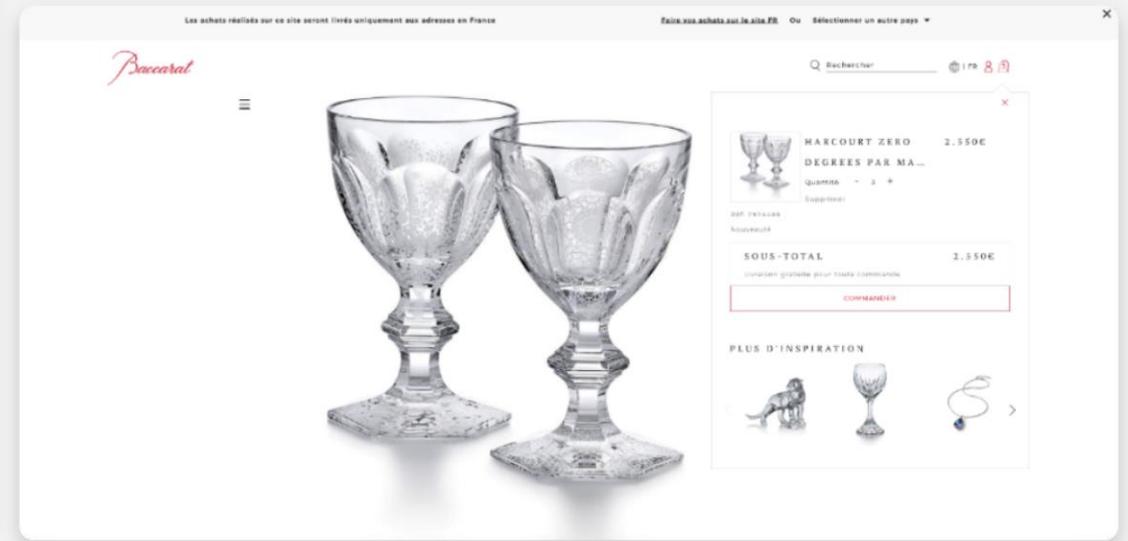
ROI calculation/  
ONLINE  
STRATEGY

9%

European revenue  
linked to Einstein



Carrousel recommendation on PDP



Carrousel recommendation on mini cart

# OSF'S SOLUTION

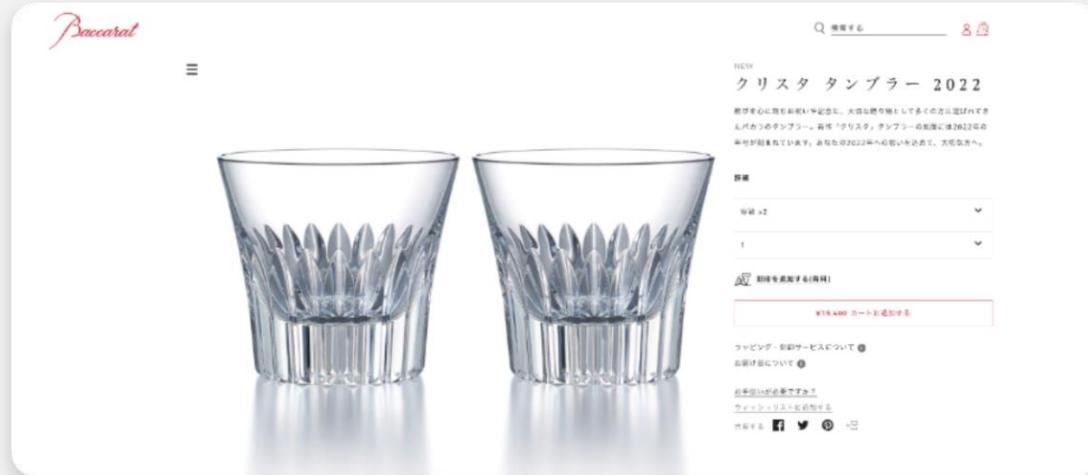
Customization:  
Engraving feature in Japan

After **15 days** from launch:

**18.9%**

increase in AOV

OSF | DIGITAL

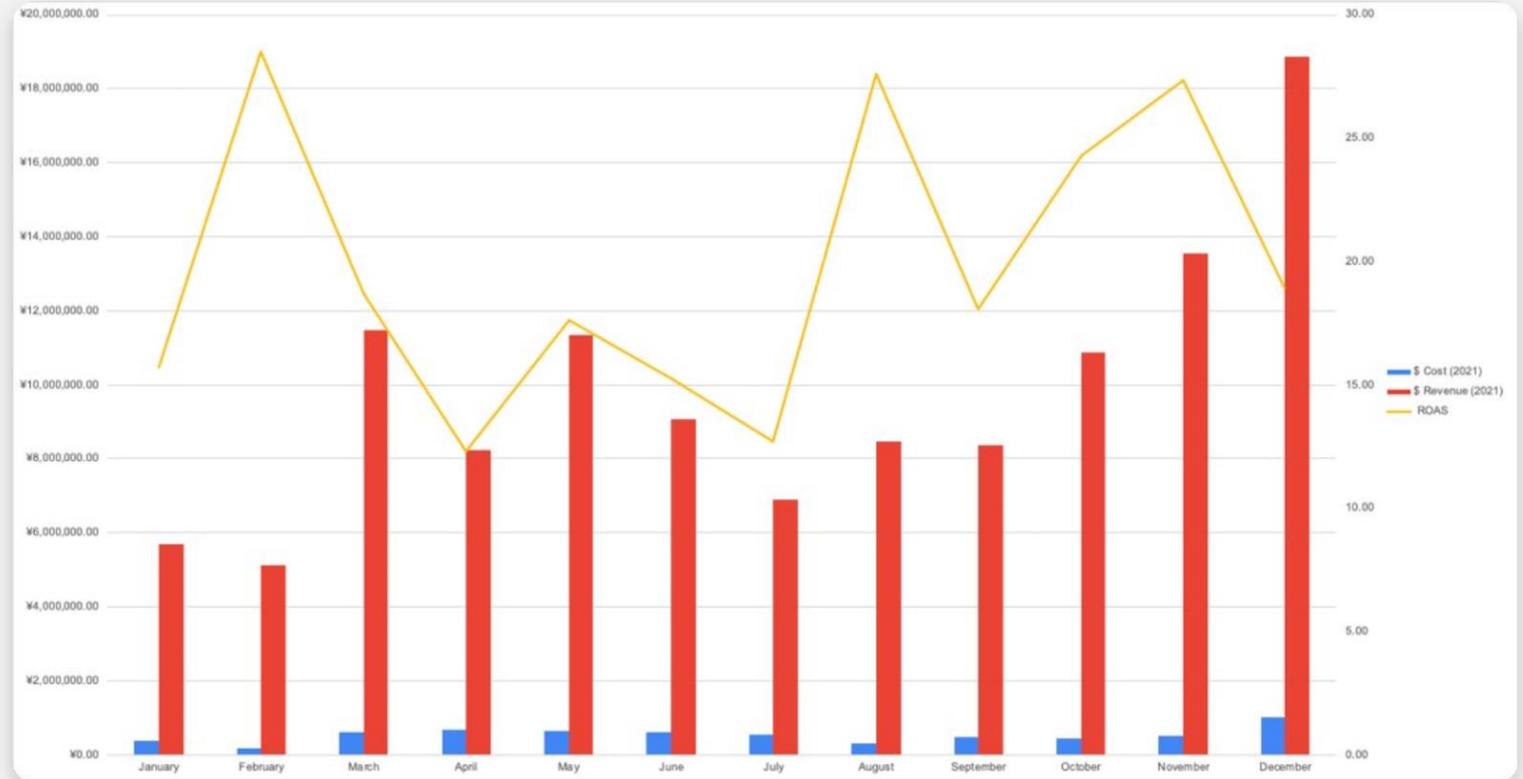


# OSF'S SOLUTION

Paid media campaign performance: Japan 2021

## Search brand remarketing

- Customized search ads for audiences who have previously visited Baccarat.jp.
- Bid and messaging tailored to these visitors when they're researching on Google.
- The search brand is managed by the Baccarat team.

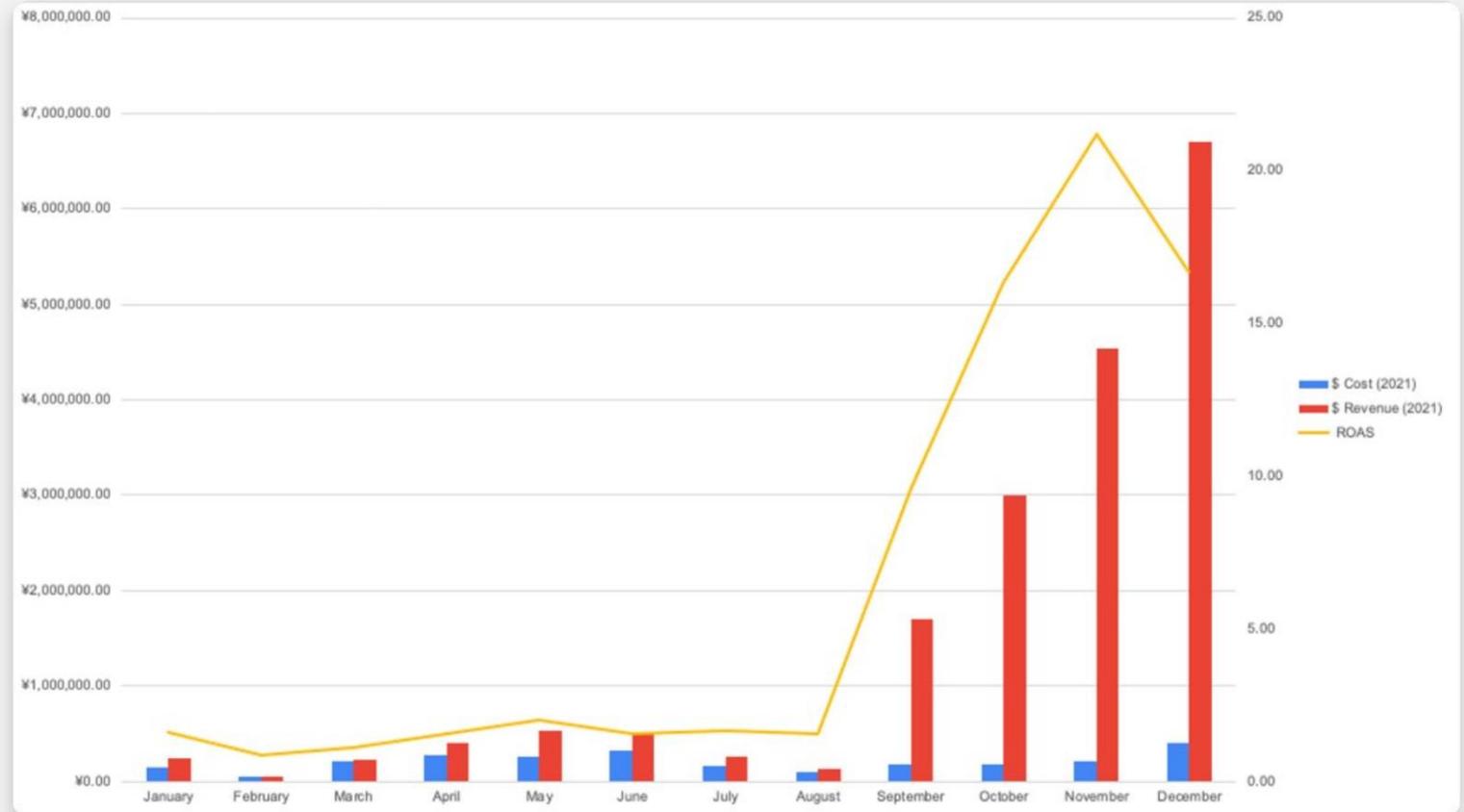


# OSF'S SOLUTION

Paid media campaign performance: Japan 2021

## Smart shopping

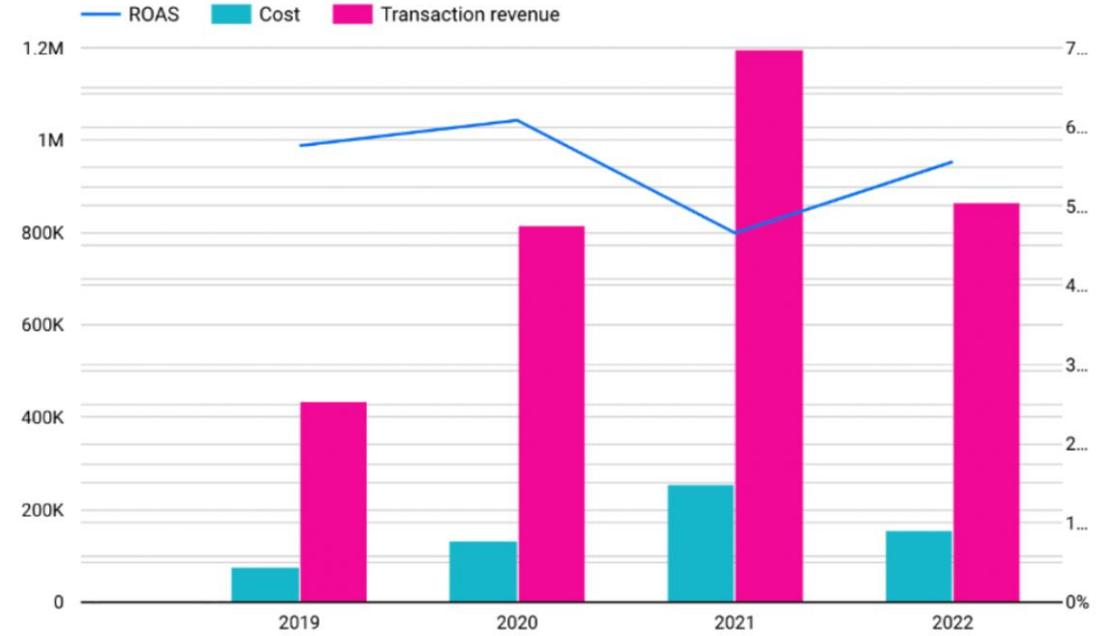
- Search ads with product information.
- Combination of standard shopping and dynamic display remarketing. Uses automated bidding and ad placements to promote products across the Google network.
- Smart shopping is managed by OSF Digital (since August 2021).



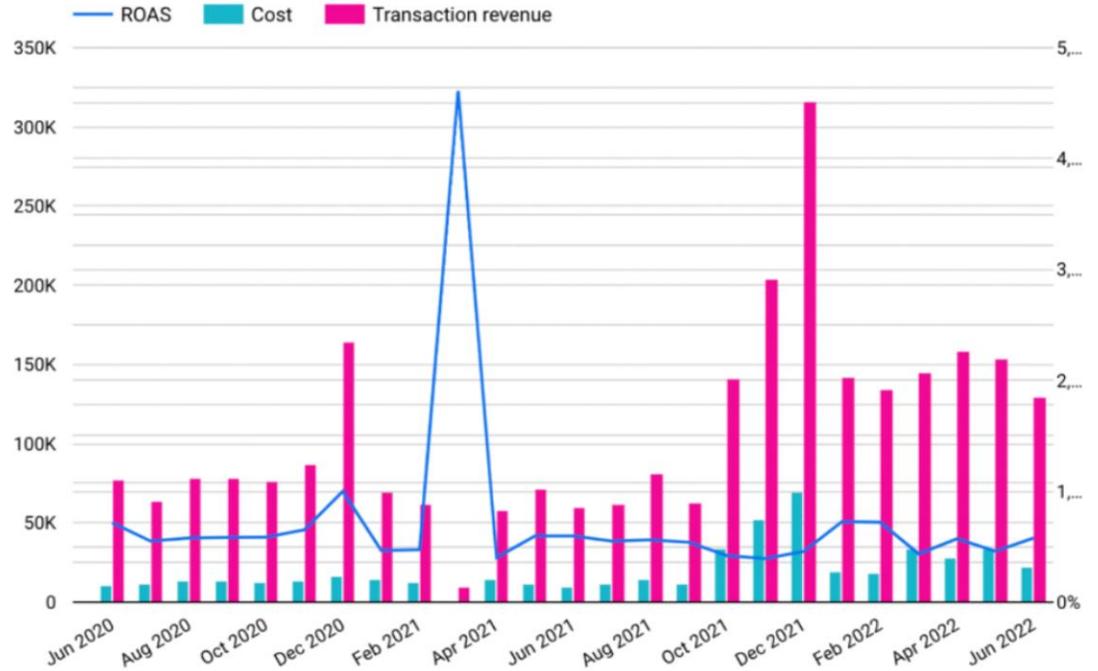
# OSF'S SOLUTION

Paid media campaign performance: US 2021

Performance By Year



Performance By Year & Month



# RESULTS

An optimized multicloud approach

By embracing a multicloud approach, Baccarat is empowered to deliver unified experiences with optimized online storefronts and marketing management.

They improved activities in the following areas:

- **Ability to sell into an international global market** and drive more frequency by expanding purchase occasions (cross-sell and upsell, market adaptations, gifting, events).
- **Retain more customers, drive engagement and increase conversions** with the complete redesign of its websites, continuous UI/UX optimizations, optimized content volume and relevancy, enhanced checkout processes, and improved inventory management.
- **Capitalized on sales and conversions.**

# RESULTS

Enhanced ecommerce system

**Between 2017–2022, Baccarat successfully:**

- ✓ Gained increases in transactions
- ✓ Increased conversion rates by 0.44pts
- ✓ Reduced bounce rates by 7%
- ✓ 50% faster time for deployment
- ✓ 20% increase in time spent on Baccarat's websites



# RESULTS

Boosted ecommerce performance

**For their email marketing efforts, in the present times' Baccarat reports:**

- ✓ Gain of 39% in open rates in email marketing
- ✓ 315k emails sent
- ✓ 105 email campaigns run
- ✓ Increase of 18% revenue (YOY)
- ✓ Increase in conversion rates by 30% (YOY)



# RESULTS

Boosted ecommerce performance

OSF | DIGITAL

For their paid media efforts, in 2022 Baccarat reports:

70%

increase in users

6

points rise in ROI

49%

increase in revenue

# NEXT STEPS

OSF | DIGITAL

## Future roadmap for Baccarat

Baccarat revamp on SFRA

Full UI/UX redesign

Migration of 11 websites and 10 languages

Launching omnichannel scenarios for Baccarat

CRM support and maintenance + trainings

Expansion of operations in new countries



# TESTIMONIAL

Our Work Through The Eyes Of Our Clients

**OSF** | DIGITAL

We needed daily support for our global-scale digital development and transformation journey. Working with OSF means we have a solid partner to implement our vision. With the multicloud deployments, we will progressively gain a 360° customer view online and offline, and, by the end of 2024, will offer our customers compelling and engaging omnichannel experiences. OSF support—with a full range of managed services—is always there, so we can focus on creating new business.

**LYDIE SEDILLIERE**

Global Digital and CRM Director, Baccarat



**OSF** | DIGITAL

*Baccarat*

**THANK YOU!**