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FRASER HART



FIELDS



Kathy
de Stafford
— for —
Fields

GROWING BUSINESS WITH CONNECTED CUSTOMER JOURNEYS

ABOUT FRASER HART AND FIELDS

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FRASER HART

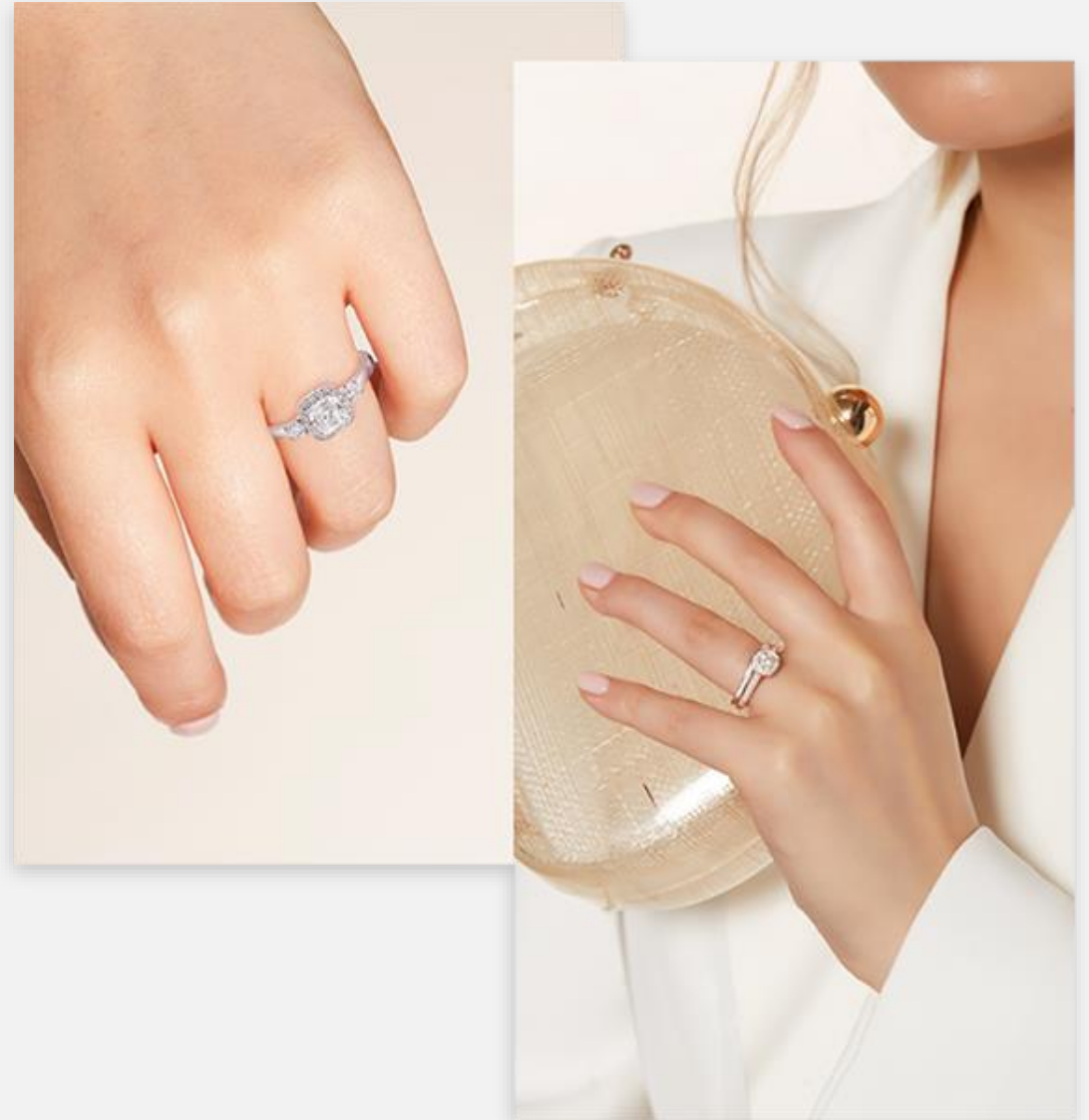


FIELDS

Fraser Hart and **Fields** are jewelry companies in the Anthony Nicholas Group.

Established over 80 years ago, the group has become a trusted brand within the industry. **Fraser Hart** was founded in 1936 in Glasgow and now stands as one of the UK's leading jewelers with 25 stores nationwide. **Fields** offers exceptional customer service and, for over 35 years, has built a solid reputation in Ireland, being synonymous with fine jewelry, quality watches, and giftware.

The group was named Best Managed Company in the Deloitte Ireland's Best Managed Companies Awards in 2022 and 2023.



FRASER HART AND FIELDS CHALLENGES

Wanted to grow business with evolved ecommerce and a 360° view of data

Fraser Hart and Fields needed an ecommerce ecosystem that could support delivering an enhanced, seamless, and connected omnichannel customer journey.



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1

Limited, unscalable technology

The group sells its products through both brick-and-mortar retail stores and B2C ecommerce.

- Needed a scalable platform to keep up with plans for business growth.
- Had no CRM platform, and the offline ERP couldn't deliver real-time data.
- Manually handled information led to slow data syncing and importing.

2

Reduced visibility and disconnected data put the group at risk

The company needed to gain full control and visibility over the ecommerce process to gain a single data view.

- Wanted to achieve Customer 360 for improved customer journeys and service.
- No-real time communication and heavy data flow with duplication put the group at a high error risk.

3

Difficult to provide a better customer experience

They wanted to offer customers increased omnichannel capabilities and a seamless shopping experience that would bring more to the pipeline and foster loyalty.

- Required simplified purchase flow and a smoother checkout process.
- Couldn't build the desired roadmap toward personalized cross-channel customer journeys and data-led decision-making.

OSF'S SOLUTION

Leveraging the capabilities of Salesforce Commerce Cloud to deliver complete support

- ✓ Replatformed [Fraser Hart](#) and [Fields](#) websites with Salesforce Commerce Cloud.
- ✓ Migrated the existing system and legacy data from Magento to Salesforce Commerce Cloud.
- ✓ Delivered an enhanced shopping experience and updated UX/UI functionalities to fit the new SFRA.



Salesforce Commerce Cloud



OSF'S SOLUTION

Setting up Salesforce Service CRM for customer-centric experiences and a 360° view of commercial customer data

- ✓ Set the foundation for the group's CRM to drive conversions and gain omnichannel data.
- ✓ Cleansed their ERP of account duplication, creating matching rules and leaving no room for errors.
- ✓ Created a Lightning interface on Salesforce Service Cloud.
- ✓ Brought orders and transactional history up to date, importing large volumes of accounts, products, and orders.



Salesforce Service Lightning and CRM

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OSF'S SOLUTION

Bringing customer data from online and in-store transactions into one source of truth

- ✓ We worked on the Commerce and Service Connector, ensuring data was synced and website traffic wasn't affected throughout the process.
- ✓ Brought orders and transactional history up to date, empowering Fraser Hart & Fields to have visibility to link the following information:
 - Placed orders
 - Date of invoice
 - Shopping amount
 - Canceled products



Commerce and Service Connector



OSF'S SOLUTION

Positioning Fraser Hart and Fields for digital transformation

While the project's initial scope was the replatforming of the two sites within three months to maintain existing functionalities with a standard SFRA, we also offered the group one year of support for Magento while we implemented the full-capability **Salesforce Commerce Cloud** platform.

- ✓ Drove the implementation, data migration, integration, and redesign of the shopping platforms.
- ✓ Handled the Support and Maintenance stream after the Commerce go live—with new features on the backlog.



OSF'S SOLUTION

Reducing time and effort through automated tracking of all customer activities

We facilitated a data sync into **CRM**, creating special jobs in **Salesforce Service Cloud**, bringing Fraser Hart and Fields full transparency on client commercial experience, online and in-store:

- ✓ Set the logic for record updates and task creation to enable automated flow to reports and dashboards.
- ✓ Created accounts with combined information into one system.
- ✓ Implemented a flow for in-store customers to automatically generate online accounts for omnichannel experiences.
- ✓ Trained Fraser Hart and Fields on the system and ensured that issues, bugs, and change requests were monitored daily.



OSF'S SOLUTION

Helping Fraser Hart and Fields achieve digital commerce success with seamless integration

Meeting the company's needs with a better purchase flow and operational improvements for integrated third-party applications.

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Braintree

Enhanced user shopping experience on mobile and web payment systems, as well as easing workflow issues for the merchant account.



Connected customer data to deliver a seamless experience for end users, fostering loyalty and maximizing customer value.



Improved the purchase journey with real-time management information, system integration, and a multichannel application, boosting the commerce experience.



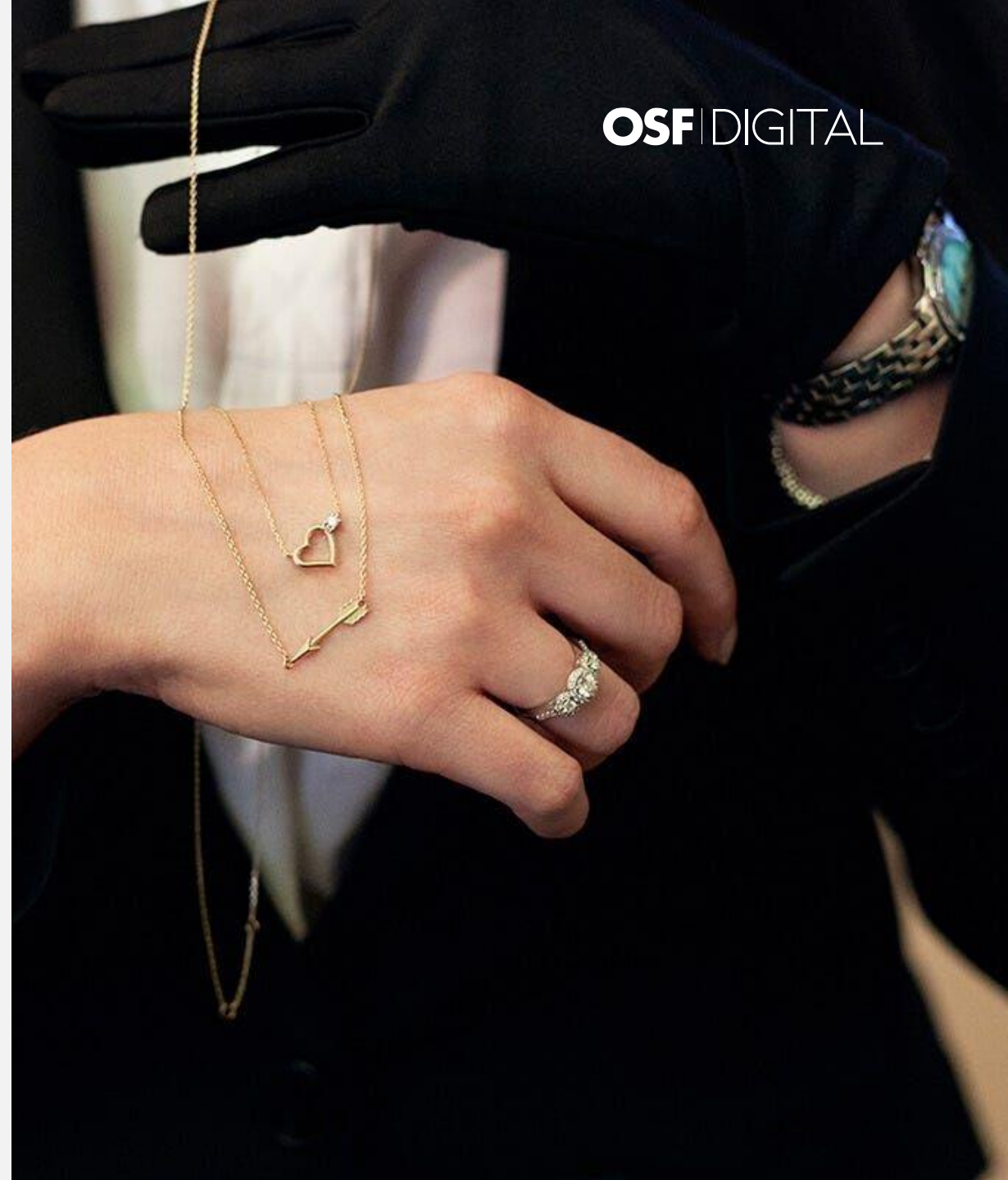
Connected the CRM with Salesforce Commerce Cloud, the group's ERP on Pursuit, and their marketing technology, Klaviyo, to bring them closer to Customer 360.

FRASER HART & FIELDS IN THE FUTURE

Supporting Fraser Hart and Fields' business growth goals through Customer 360

We are enriching the group's modern and scalable Salesforce system to evolve with the company's long-term needs and goals. Our partnership with Fraser Hart & Fields includes the following:

- Bringing additional information to the CRM.
- Enabling case management.
- Choosing a Clienteling tool.
- Transferring marketing events into the CRM.
- Developing the Aftercare program for jewelry repair.
- Considering Einstein enablement for Service to support the Clienteling tool to enhance customer service and streamline sales processes.

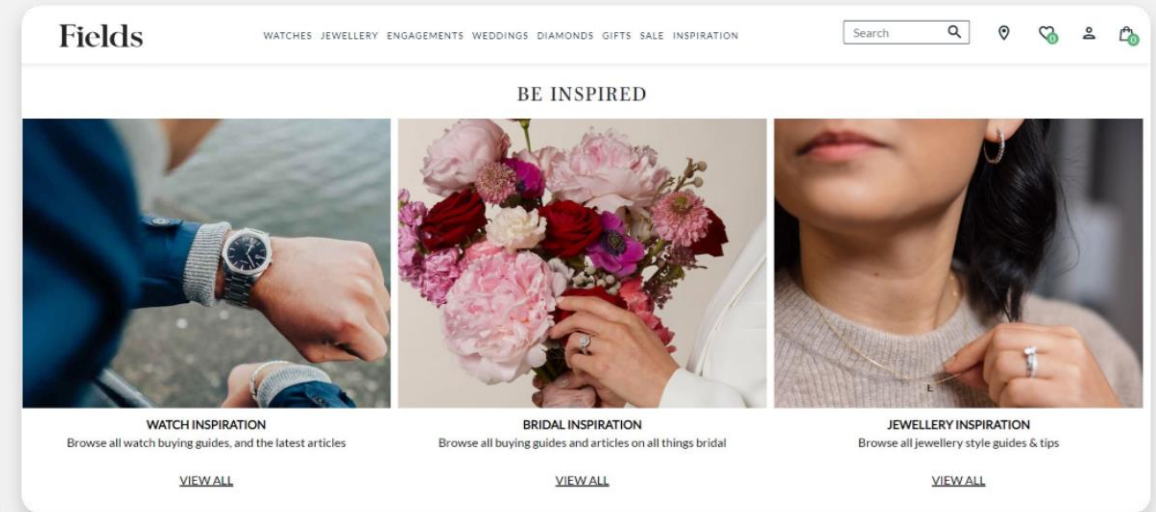
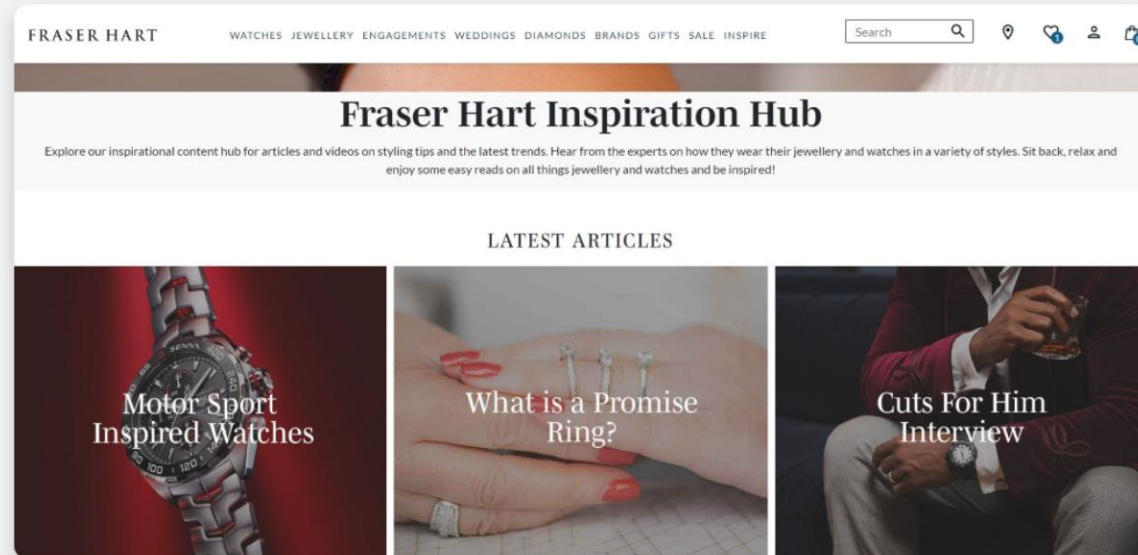


OSF'S SOLUTION

Supporting customers relationships with rich ecommerce capabilities

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Fraser Hart and Fields websites offer customers a seamless journey, boosting retention and increasing ROI.



Fraser Hart and Fields Inspiration Hubs boost user experience, and help customers find information according to their interests.

OSF'S SOLUTION

Navigating seamlessly with easy ordering for all users
- whether registered or not

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My Wishlist

Guest users of Fraser Hart can add favorite products to their wishlist. Products remain on the wishlist for 30 days.

FRASER HART WATCHES JEWELLERY ENGAGEMENTS WEDDINGS DIAMONDS BRANDS GIFTS


Free Next Day Delivery on Selected Watches - M

Don't Miss Out!
Create an account today to sync to your saved items. Guest wishlists are saved for 30 days.

My Wishlist

1 Items

FREE GIFT



OMEGA
OMEGA Constellation
Quartz 28mm Blue Di...
£2,500.00

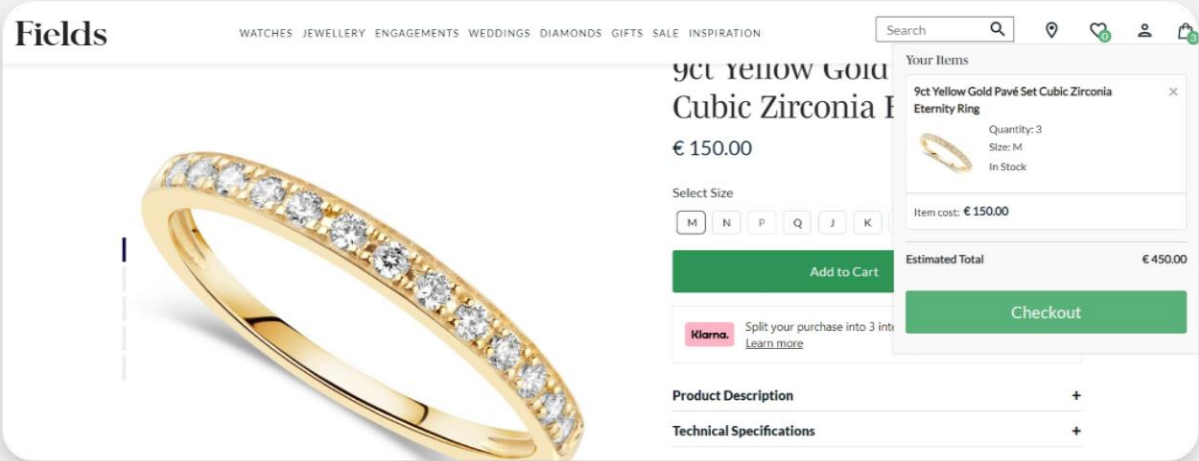
OSF'S SOLUTION

Optimizing the checkout process - even for guests



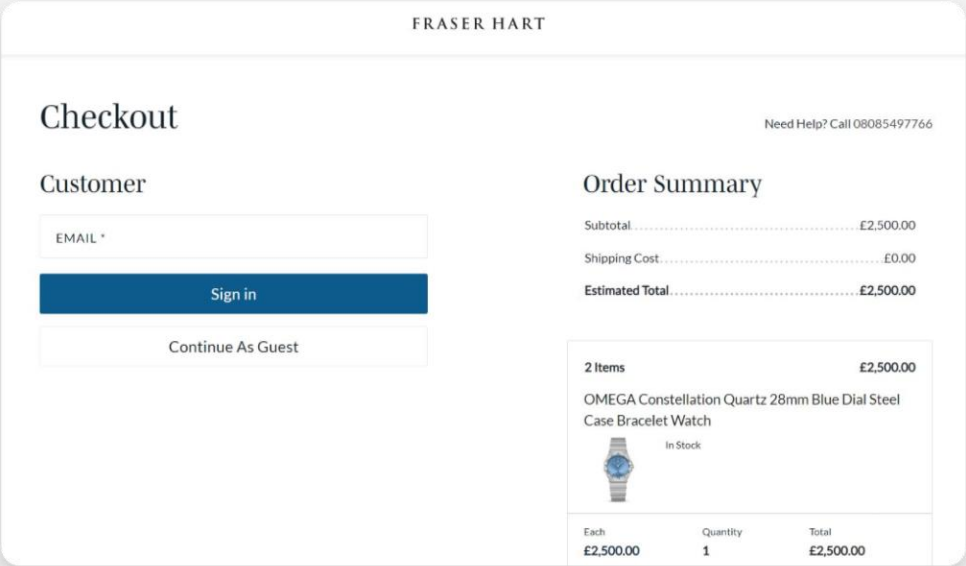
Pay with installments

Customers of Fraser Hart and Fields can choose to pay with installments, with third-party integrations, such as Klarna.



Transparent checkout flow

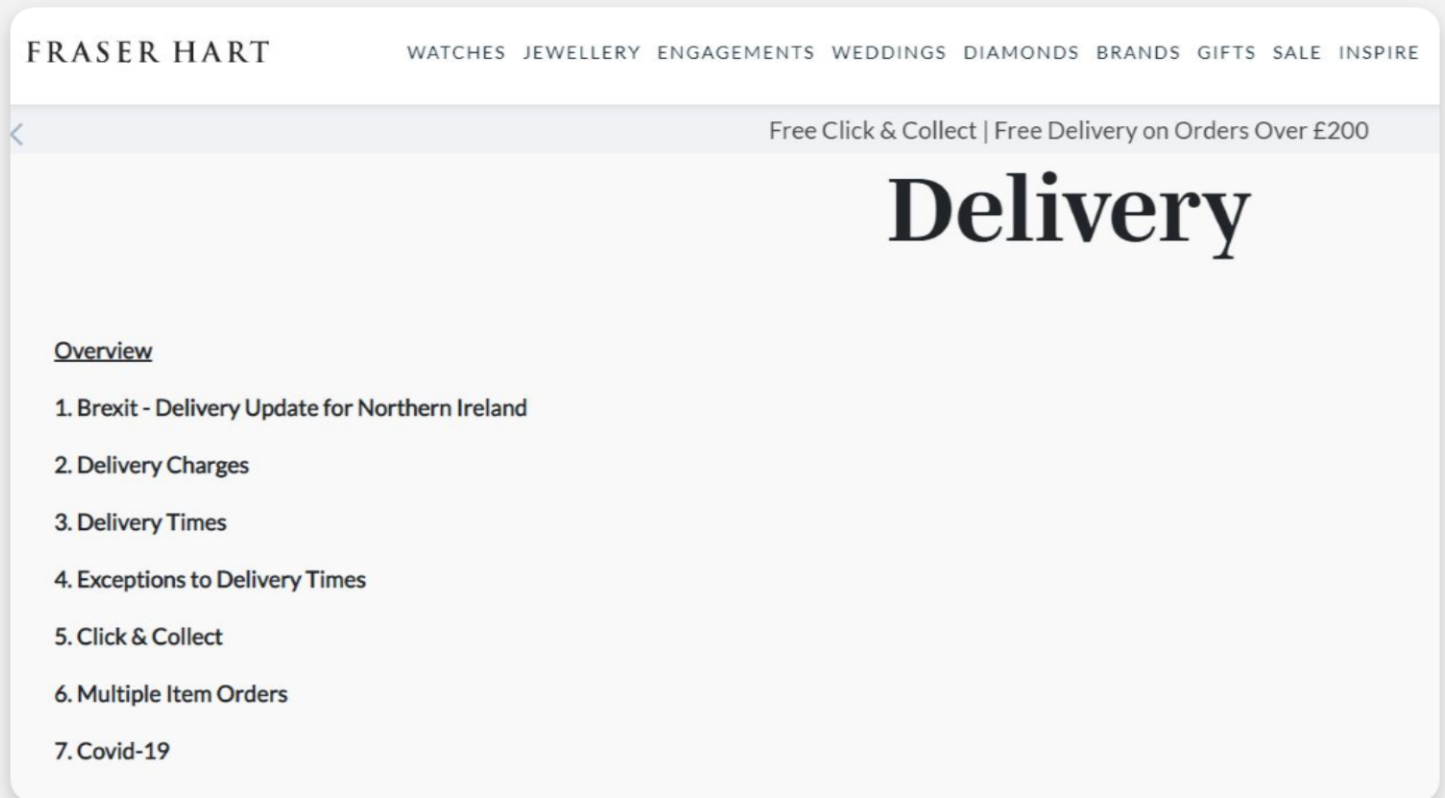
Both registered and guest customers enjoy an easy checkout flow with full transparency of the ordering process.



OSF'S SOLUTION

Launching robust delivery options for an enhanced customer experience

Delivery made easy with transparency in the purchase funnel to boost customer experience and make the journey trustworthy.



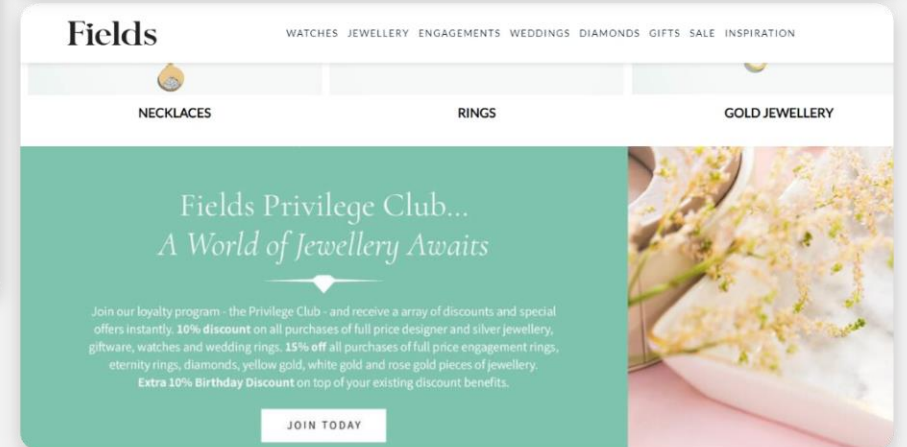
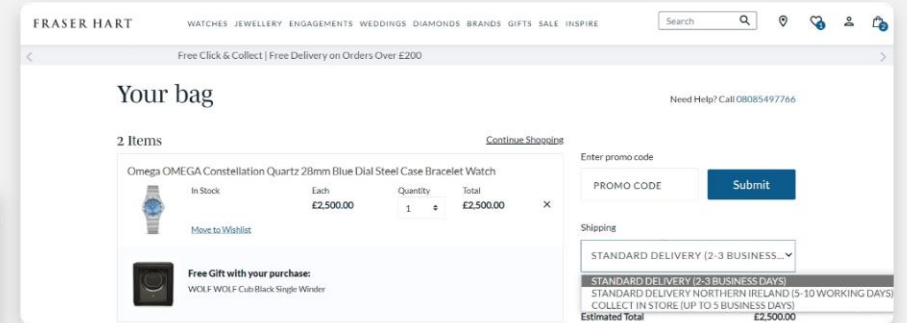
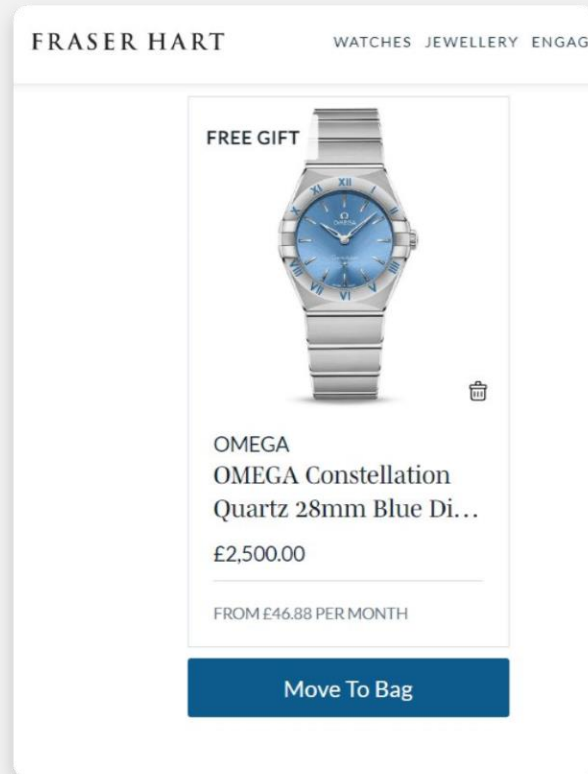
OSF'S SOLUTION

Boosting customer retention with an easy-flowing loyalty program

Loyalty Program

The Fields Privilege Club loyalty program offers discounts or free gifts for purchases. The easy-to-subscribe newsletter contributes to a feel-good shopping community with both the Fields and Fraser Hart ecommerce platforms.

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RESULTS

A better understanding of customer needs to deliver relevant cross-channel interactions and drive revenue

- ✓ A smoother checkout process.
- ✓ Improved purchase flow.
- ✓ Enhanced customer journeys with seamless shopping.
- ✓ Modern visual representation of the two brands.
- ✓ Increased brand awareness and better ROI.
- ✓ Reduced time for both merchandising and development teams.
- ✓ Omnichannel capabilities.
- ✓ Complete control and transparency over the purchase process online and in-store.
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- ✓ Evolved reporting with automation and KPIs to measure success.
- ✓ Better ecommerce strategy analyzing customer behavior per region.
- ✓ Fast, accurate, real-time connected data.
- ✓ Streamlined processes and operations for better customer insights and support.
- ✓ Reduced errors and duplication with improved data management.
- ✓ Elevated data-led decisions across the business.



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Our work through the eyes of our clients

OSF Digital led us in building a modern, scalable platform, bringing our customers a better shopping experience, regardless of the channel. OSF's flexibility and agile approach with Salesforce's feature-rich solutions bring us closer to our goals in our digital transformation journey. We can now focus on brand loyalty, boosting conversions, and delivering innovative customer experiences for Fraser Hart and Fields.

EDITH FOLEY

Director of Digital, Fraser Hart & Fields





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THANK YOU!
