

OSF DIGITAL

V&A

CREATING A SEAMLESS SINGLE-BASKET ONLINE PURCHASE EXPERIENCE

ABOUT V&A

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V&A

The V&A is the world's leading museum of art and design, housing a permanent collection of over 2.3 million objects that span over 5,000 years. The museum holds many of the UK's national collections and houses some of the greatest resources for the study of architecture, furniture, fashion, textiles, photography, sculpture, painting, jewelry, glass, ceramics, book arts, Asian art and design, theatre and performance.



V&A's CHALLENGES

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Replace an end-of-life platform and design an improved seamless online customer experience

The V&A needed to replace an end-of-life ecommerce platform and redesign the online shop, ticketing, membership and donation purchase experience into a single basket.

1

Replace an end-of-life version of Magento with enterprise level ecommerce capabilities.

2

Implement more solid, secure and flexible integrations with ticketing, CRM and retail systems as well as replace payment provider.

3

Redesign the UX for the online shop, membership, ticketing and donation purchase journeys.

OSF'S SOLUTION

Implementation of Salesforce Commerce Cloud

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OSF replatformed the V&A's ecommerce from Magento to a more flexible, robust platform, Salesforce Commerce Cloud.

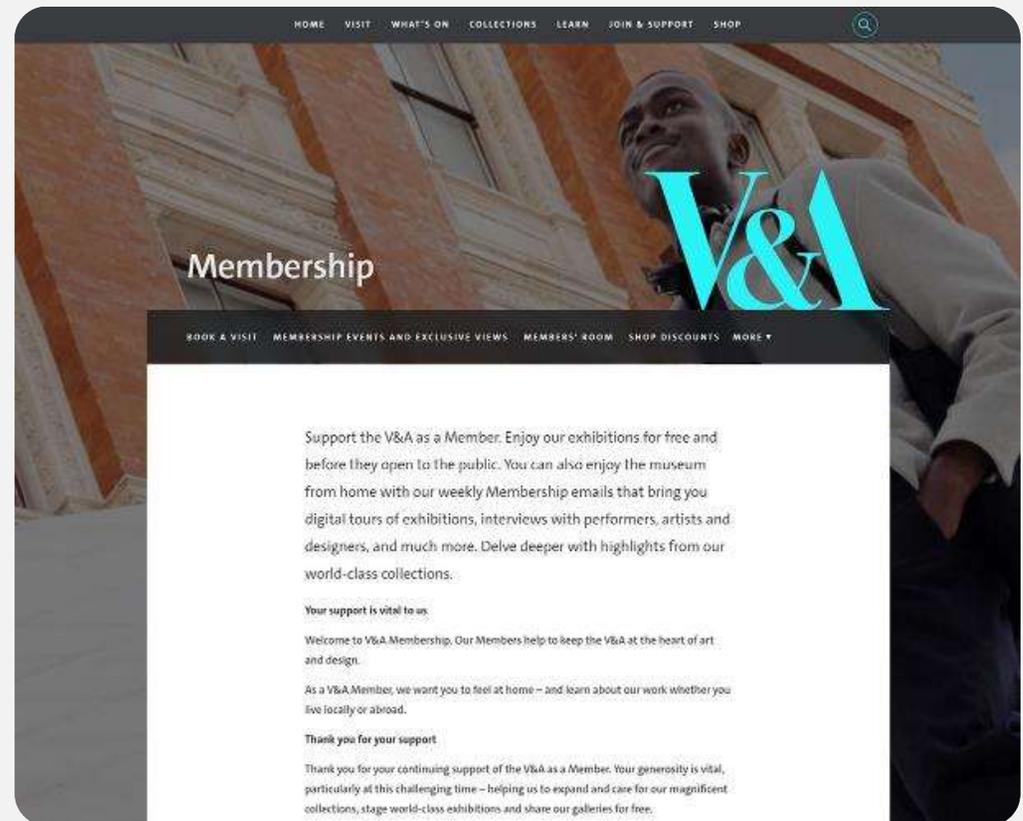


OSF'S SOLUTION

Pushing the boundaries of Salesforce Commerce Cloud

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Customized the new ecommerce platform to allow sales of both retail products and non-traditional products, including tickets, memberships, donations—all through the same system.



OSF'S SOLUTION

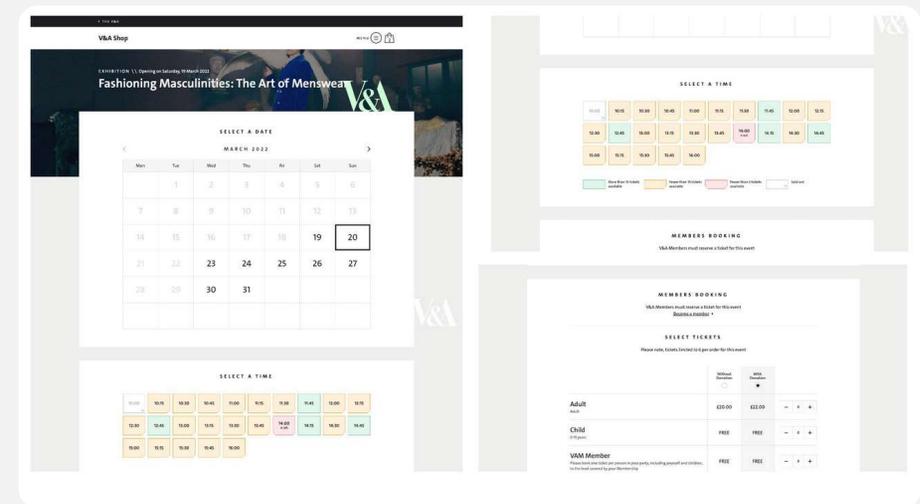
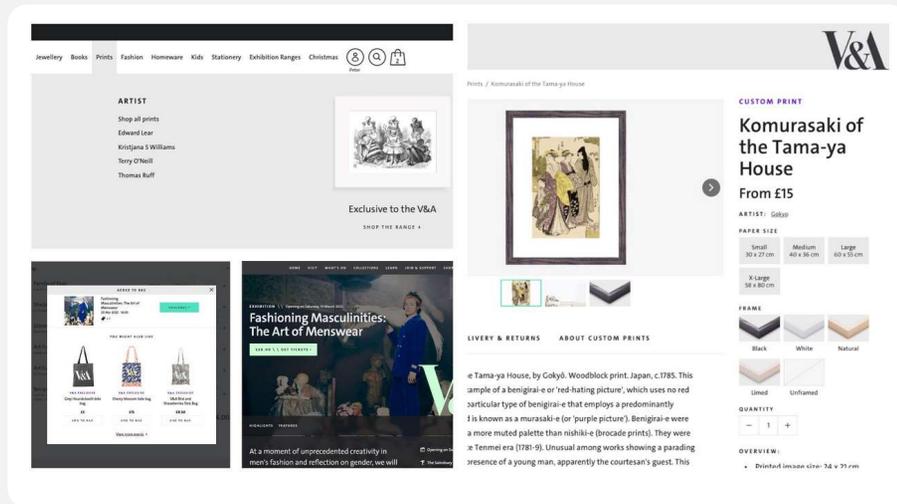
Creating a customized experience for online museum transactions

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The V&A's new ecommerce platform allows its customers, visitors and members to:

✔ Navigate seamlessly between the main site and their online shop and cross-purchase from the shop to tickets, membership and donations.

✔ Cross-purchase tickets for events and exhibitions as well as membership for sold out exhibitions.



OSF'S SOLUTION

Creating a customized experience for online museum transactions

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V&A members now have the ability to:



Purchase memberships and gift memberships for the museum



Sign in, renew their membership and update their details



Sign in and use their shop discount auto-applied to their basket



Make donations to the museum



Book member only and priority exhibitions and events.



OSF'S SOLUTION

Key Features

Bespoke UX on SFRA consistent with the V&A's digital style guide

Reverse proxying, so the shop appears as an integrated part of the main website

Real-time availability and reservation of tickets for events and exhibitions

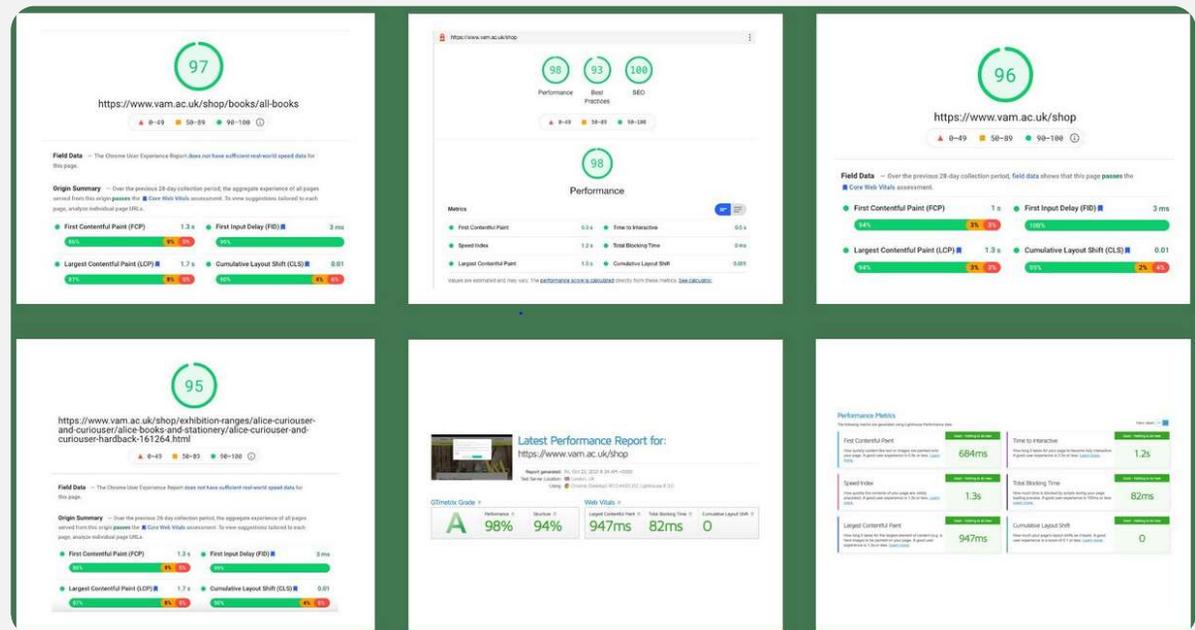
Customer hydration for members, so key data from the CRM is loaded onto Commerce Cloud on sign-in

An extensive microservices eco-system with real-time APIs, product batch and order workers

Payment integration with Adyen and PayPal.

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RESULTS

An improved customer experience

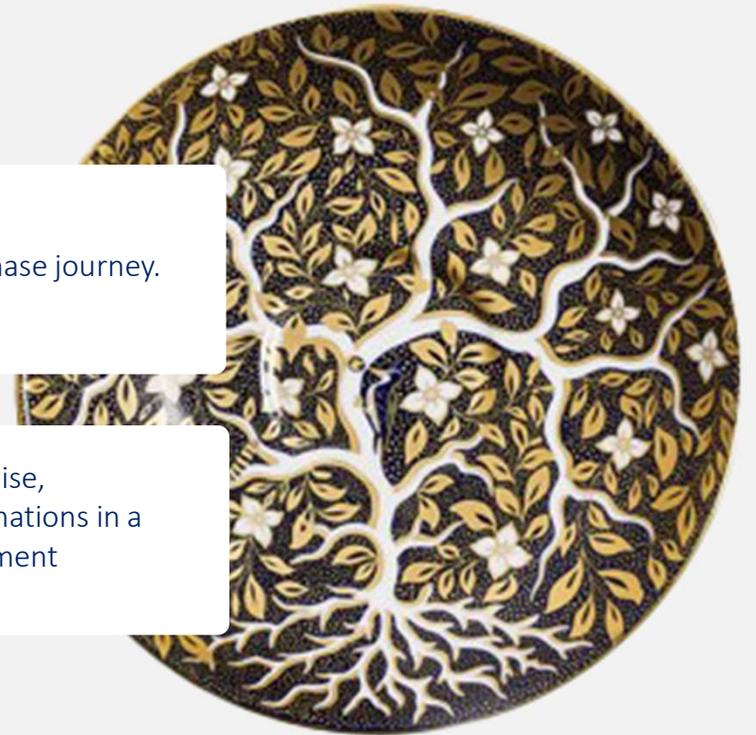
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Vastly improved merchandising and optimisation tools available through the Salesforce platform.

Optimized membership purchase journey.

Improved performance and better customer experience.

Ability to cross-sell merchandise, memberships, tickets and donations in a single basket with mixed payment methods.



NEXT STEPS

Advancing toward greater connectivity

The V&A is now working on optimising conversion, revenue, and customer experience, and integrating a new retail backend system.

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TESTIMONIAL

Our Work Through The Eyes Of Our Clients

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Thanks to OSF, we have a beautifully designed customer experience with some incredibly complex customizations and integrations. We've had lots of brilliant feedback from the teams and executive board members who are all really impressed with the level of effort, the end result, and what it means for the wider museum objectives to support membership growth, digital infrastructure and continuous improvement of our customer experience.

Tanya Child,
Ecommerce Lead, V&A



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THANK YOU!

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