The Importance of the Perfect Fit

Capgemini's Multi-Cloud Salesforce Solution Transforms NYDJ's Digital Business

NYDJ | Capgemini

FIT IS EVERYTHING

When NYDJ was founded in 2003, comfortable and flattering jeans for every woman did not exist. Since then, however, the pioneering denim and apparel brand has grown into a fashion company whose high-quality products are made by women for women. Every single one of the brand's 65 sizes and fits are designed to make every woman feel like her best self.

Originally, NYDJ sold its jeans through department stores and branded showrooms, like the one they built in New York City in 2009. Women fell in love with the quality and custom-fit feel of the jeans, propelling NYDJ to become the top selling women's denim brand in US department stores in 2011. Wanting to connect even more with its customer base, NYDJ launched an eCommerce site in 2011 with the goal of building a game-changing direct-to-consumer business model.

CAPGEMINI SERVICES

Experience Design

Commerce Implementations

Application Hosting & Support

Digital Marketing

Commerce Platform

Salesforce Commerce Cloud

Salesforce Marketing Cloud

CHALLENGE

There is nothing more important to NYDJ than helping women feel great and find that perfect-fitting piece of clothing. As the brand grew, however, it became apparent that NYDJ's eCommerce solution was struggling to deliver on this mission.

The original digital experience was 100% outsourced. While this opened up bandwidth for internal NYDJ resources, it restricted the company's ability to control its digital experience. This outsourced solution was completely static; every change down to simple content edits required IT resources and lengthy lead times from their development partner. Because of these roadblocks, NYDJ was unable to quickly react to market and customer demands, holding the company back from reaching its aggressive growth goals.

NYDJ clothing is lauded for its great fit and timeless design, but the company's site aesthetic did not accurately reflect that. Dated content, imagery, and page designs did not align with the brand's image of hip, elegant, and affordable luxury denim. At a functional level, shoppers struggled to find the right products, and combing through the wide variety of fits and dense product information was a chore.

With more than 65 fit and size options, the NYDJ shopping experience is extremely personal. However, the company's technology solutions severely limited its data and analytics capabilities. NYDJ's customer view was extremely fragmented; the brand had little insight into what customers needed, what they wanted, and how they go about their denim shopping journey. This negatively impacted outreach, especially through email. Without a holistic understanding of its customers, NYDJ struggled to offer relevant content and extend useful offers to the right people.

Held back by a static platform, dated design, and severely limited data analysis capabilities, NYDJ needed to transform its digital business if it was to accomplish its goals.

> " *Our customers crave a personalized, intuitive shopping experience when looking for the perfect pair of jeans. Capgemini delivered on that expectation by building and designing a multi-cloud experience to support our vision.*

Julie Ting
VP Direct to Consumer, NYDJ

SOLUTION

NYDJ wanted to work with a digital commerce partner that not only understood the technology, but also had an intimate knowledge of the fashion market. That's why the denim trailblazer engaged Capgemini for its digital transformation.

First, the Capgemini Experience Design team collaborated with a third-party design house to completely redesign the NYDJ digital experience. The team stripped away the old, blocky content and inefficient shopping flows and put together rich pages that pop. Full-width imagery, optimized product pages, and seamless content transitions gave NYDJ the ability to engage shoppers like never before. Product pages were completely redesigned from the ground up. Elevated size, fit, color, and material information enabled shoppers to see their unique jeans in real-time, assisting in their search for the perfect pair.

Capgemini developers took these designs and built the site on Salesforce Commerce Cloud. This cloud-based solution delivered the stability, scalability, and functionality that NYDJ was sorely lacking. Instead of waiting for outsourced IT services to slowly make changes, NYDJ business users were now in the driver's seat and able to rapidly update and edit content in just a few clicks.

During the implementation, Capgemini SEO experts with deep platform expertise liaised with the development team. This was to ensure that keywords, taxonomy, and content were all optimized for organic search before the new site even launched.

NYDJ's digital transformation wasn't just about building a new site. It was about centralizing customer data and personalizing each experience to ensure every shopper could easily find the perfect pair of jeans. To accomplish this, Capgemini implemented Salesforce Marketing Cloud, and seamlessly integrated it with Salesforce Commerce Cloud and Service Cloud. This ensured each shopper was known throughout her interactions with NYDJ.

These integrations leveraged two key pieces of functionality from the Capgemini Unified Retail Accelerator solution. First, the Unified Profile Center creates a singular customer data record that collects inputs throughout a customer's journey whether they interact with NYDJ via email, website, telephone, or in stores. Second, Responsive Transactional Email capabilities ensure that the brand's communications look fresh, inviting, and engaging in customer inboxes. The Experience Design team again played a key role in designing and developing numerous email templates for NYDJ to leverage.

Key Integrations

- Salesforce Marketing Cloud
- Salesforce Service Cloud
- Apple Pay
- Avalara AvaTax
- Bazaarvoice
- ChannelAdvisor
- Curalate
- CyberSource
- Deck Commerce
- Experian QAS
- Google AdWords
- Google Analytics 360
- Google Shopping
- Pepperjam
- Return Path
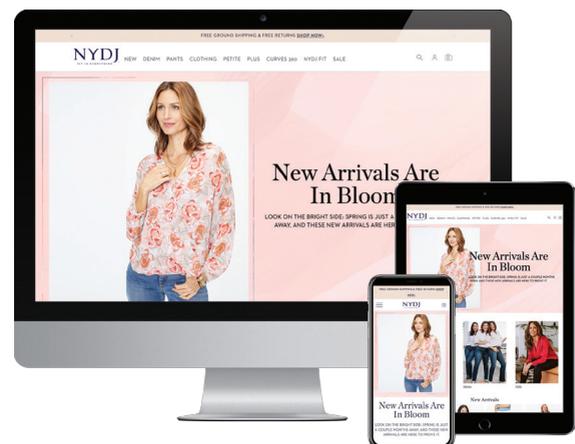
OUTCOME

This engagement evolved NYDJ from a department store brand to a truly digital business. The technology implementations and integrations performed by Capgemini have streamlined and optimized the brand's digital commerce experience.

NYDJ can now glean insights on customer behavior, deploy relevant content to every shopper, and serve them in an expedient and personal manner. Customers have quickly engaged and positively responded to the new personalized consumer journeys, predictive content, smart product recommendations, guided navigation, and design optimizations. Conversion has grown 22%, and organic traffic and revenue are up 11% and 33% respectively.

"We have completely transformed our digital business, and we are happy to see impressive post-launch metrics that reflect our efforts," said Julie Ting, VP Direct to Consumer at NYDJ. "Our customers crave a personalized, intuitive shopping experience when looking for the perfect pair of jeans. Capgemini delivered on that expectation by building and designing a multi-cloud experience to support our vision."

For a company whose mission is to help women find the clothing that makes them feel like their best self, this digital transformation and partnership between NYDJ and Capgemini is a perfect fit.

RESULTS
Year-Over-Year Growth

Conversion

22%

Organic Traffic

11%

Organic Revenue

33%

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 220,000 team members in more than 40 countries. The Group reported 2019 global revenues of EUR 14.1 billion.

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