

LIVING EDGE

Digital transformation with customer-centric design

High-end experiences for a broad customer base

Living Edge is Australia's leader in premium original and sustainable furniture. The company delivers high-end experiences to a broad customer base, including consumers, architects, and design professionals.

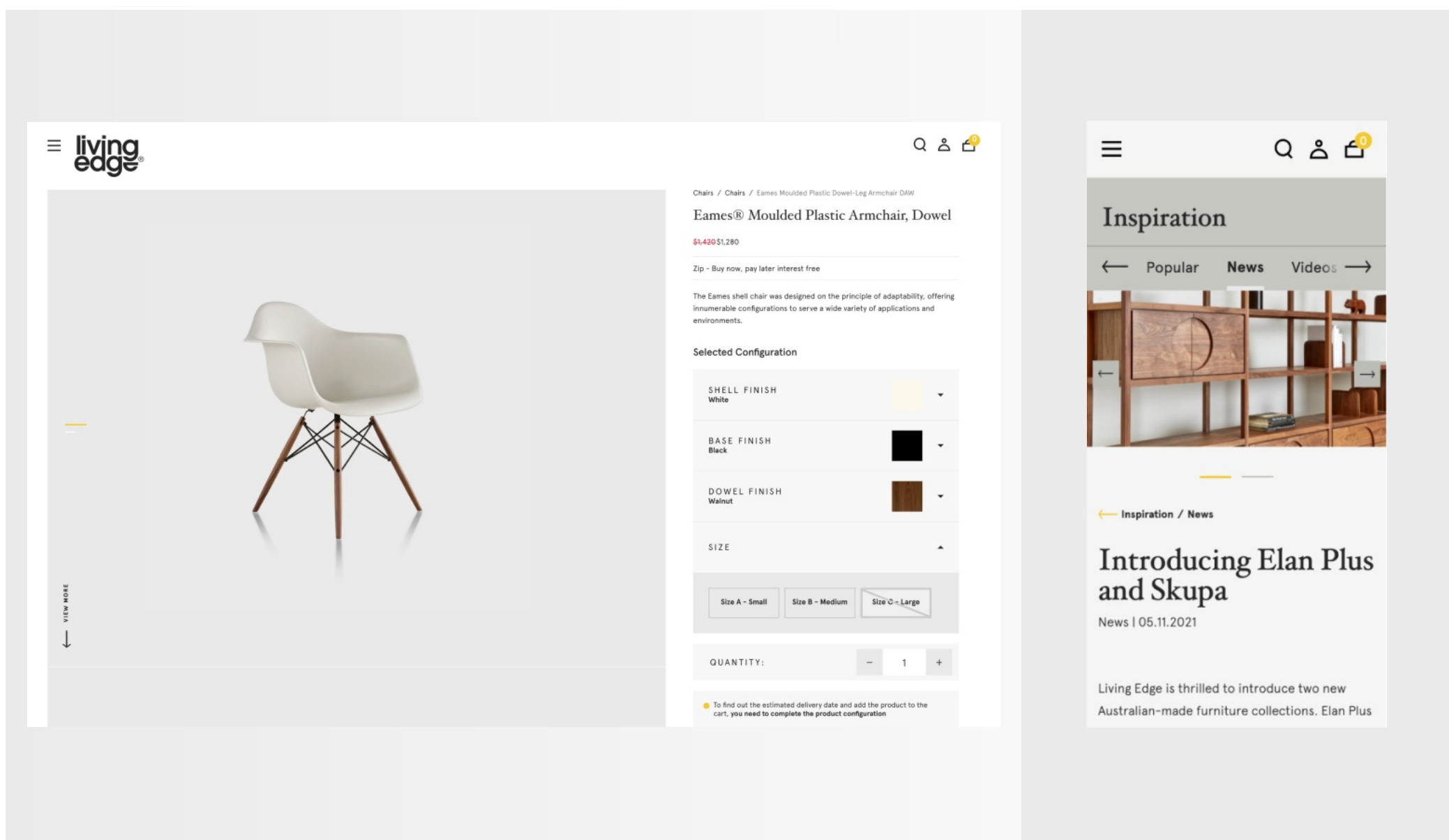
In 2017, Living Edge recognised its IT systems weren't keeping pace with business growth. The company needed a transformative solution to improve processes while keeping customers at the centre of everything.



CHALLENGES

Crafting unified and streamlined customer experiences

01 Living Edge helps its consumer and professional customers solve different problems. A modern technology stack was vital to unifying the experience across all customer touchpoints. The need to reclaim time spent on labour-intensive, manual processes was also critical to scaling faster.



STRATEGY

Designing an Elegantly Functional Solution

Living Edge knew there was a significant opportunity to increase average order value and online revenue. The company could support its future growth goals by boosting on-site product selection and building consistent omnichannel experiences.

Living Edge also focused on a single source of data to better serve the business and its customers. The enterprise technology stack of Salesforce Commerce Cloud and CRM solutions was ideal for the digital transformation needed.

EXECUTION

Innovation far beyond the customer experience

Salesforce recommended global commerce innovator eWave to create an online experience reflective of the premium quality of Living Edge and its products.

01 The eWave team began with a detailed Service Design approach, speaking with Living Edge customers to understand their ideal digital experiences. Then, interviews with designers, architects, and Living Edge executive management and operational teams formed a 360-degree view of pain points and opportunities.

02 The vast number of configurable product SKUs prompted streamlined UX and product selection overhauls. Rapid identification of user types was also crucial to direct each user journey. eWave crafted two distinct online entry points serving tailored content to strengthen the B2B and B2C experiences.

03 In-store appointment bookings, multi-shipment, and product collection improvements are further driving world-class end-to-end experiences for all customers.

04 Salesforce Commerce Cloud and the global expertise of eWave have built an impressive omnichannel solution. This digital transformation has improved Living Edge's processes and enabled sales staff to serve customers better.

Living Edge now enjoys streamlined operations that meet and exceed consumer and professional customers' expectations across all touchpoints.

SERVICES

Exceptional customer experiences

Strategy



- > Consulting
- > Customer Research
- > Competitor & Market Research
- > Technology Selection
- > Ecosystem Design

Experience



- > Service Design
- > Customer Journey
- > UX Design
- > UI Design

Delivery



- > Commerce
- > Marketing Automation
- > Middleware
- > System Integration

Growth



- > 24/7 Care
- > Maturity Model
- > Experience Optimization



RESULT

Digital transformation with customer-centric outcomes

280% YOY revenue growth since implementation

88% uplift in online conversions

95% increase in website new users



The Salesforce Commerce Cloud solution delivered by eWave has dramatically improved our processes and made sure our customers remain the centre of our universe.

In the past, navigating and finding the products and information our customers needed online wasn't easy. eWave worked to really understand our users' pain points and priorities before carefully enacting our vision of an outstanding end-to-end, cross-channel experience.

The digital overhaul has streamlined our operations and brought truly impressive results.

James Morton, CFO Living Edge



Unlock faster online growth for your brand

Schedule a 30 min discovery session.

BOOK A SESSION

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