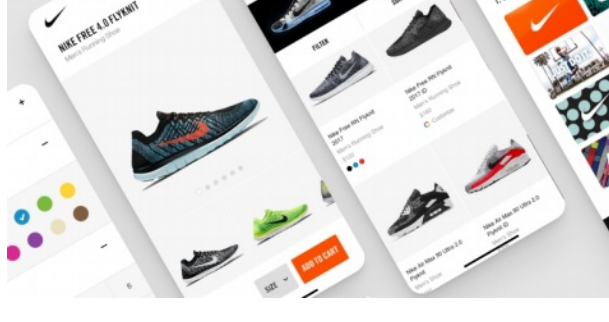
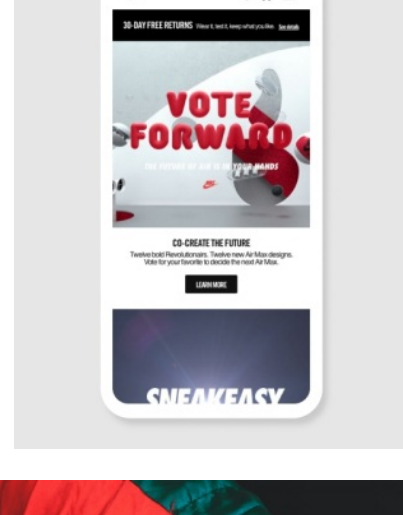


Inspiration and Innovation for Marathon-Level Success

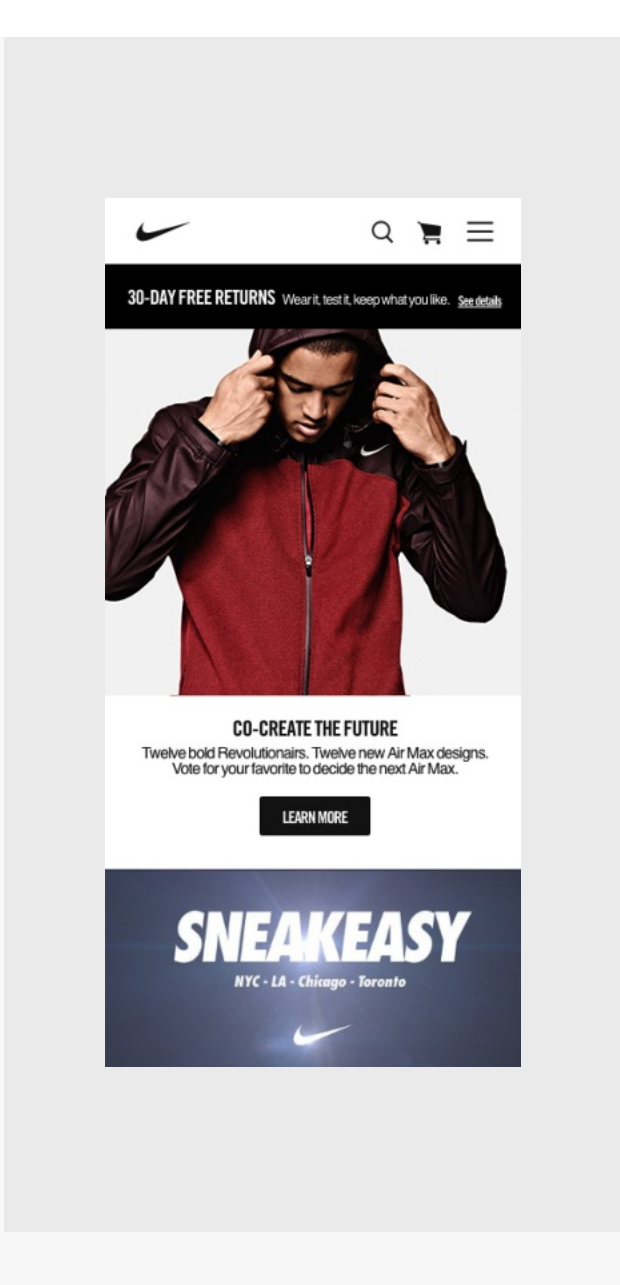
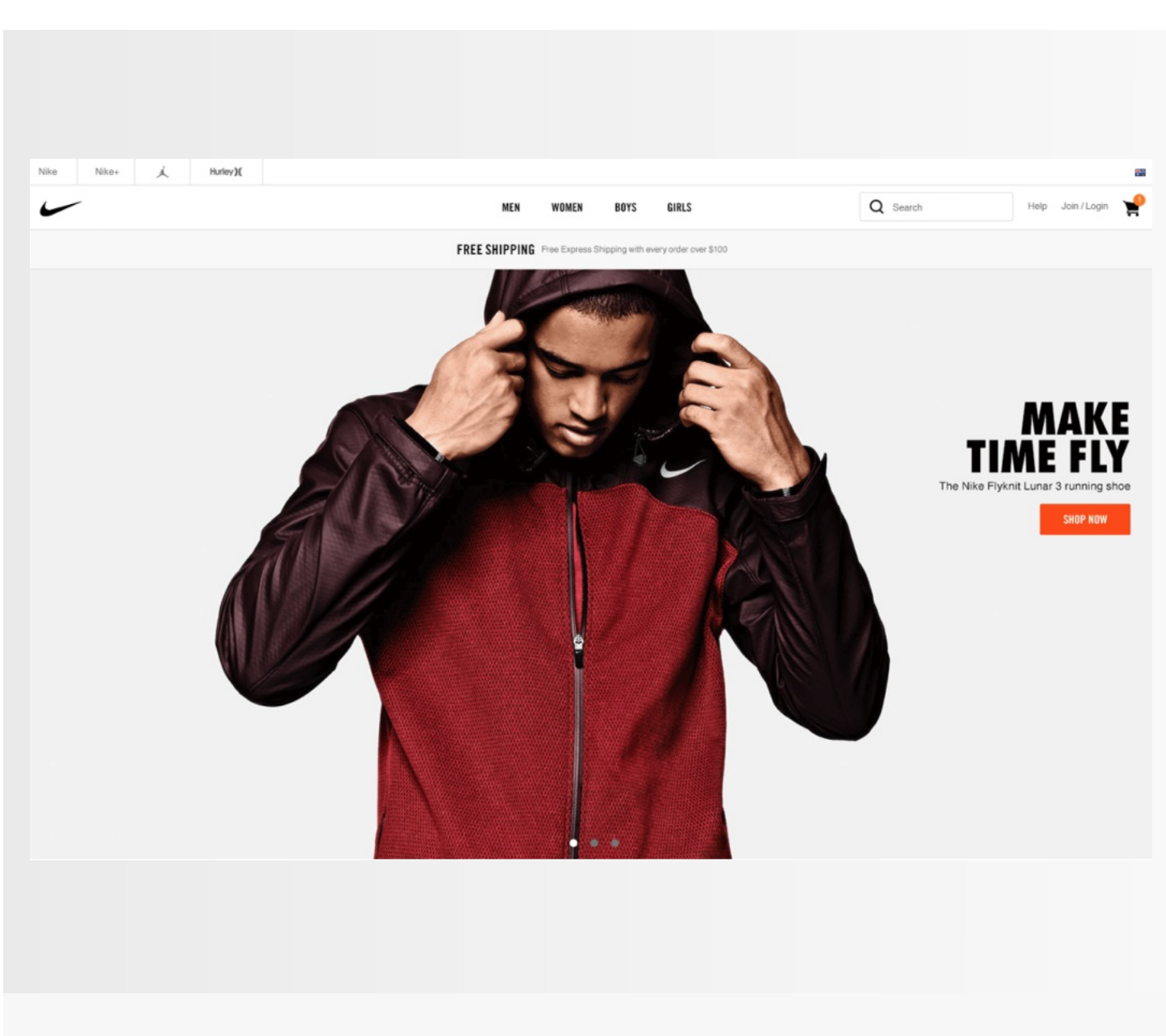
Nike dares to design the future of sport and inspire its athletically-minded customers. Founded in 1964, the company boasts industry-leading B2C and D2C online business models and over 1,000 retail stores around the globe. The company's brands Nike, Converse, and Jordan deliver innovations in sporting footwear, apparel, accessories, and more to a loyal worldwide customer base.



CHALLENGES

A Clear Need to Step Up Performance

01 Nike had previously engaged a small, local agency to assist with website management but soon realised it needed a faster, more scalable platform for growth. Product launches and peak traffic periods resulted in website downtime and performance issues, leading to customer disappointment and missed revenue opportunities.



STRATEGY

Taking the Leg-Work Out of the eCommerce Race

Nike was burdened with tedious manual processes, such as internal teams waking up at 6 AM to initiate every 8 AM Saturday product launch. The company needed a stronger back-end infrastructure and a more engaging front-end experience to support rapid scalability. Additionally, Nike wanted to migrate order management and fulfillment to a 3PL (3rd Party Logistics) provider to boost efficiency.

Nike selected global commerce innovator eWave to optimise its website, improve the user experience, and deliver a time-sensitive 3PL project.

EXECUTION

Delivering Winning Performance and Customer Experience

eWave ran a full audit to develop a deep understanding of website performance bottlenecks and opportunities. Critical issues were identified and prioritised with code, infrastructure, and key business processes needing rebuilding.

01 eWave brought a re-imagined, mobile-first experience optimised for conversion. Redesigned navigation and product category structures have made it easier for customers to find and discover products. Online drop-off has significantly reduced as a result. 8 AM Saturday product launches are also now automated, bringing relief for staff and seamless shopping experiences to customers.

02 Nike's order management and fulfillment were rapidly transitioned to a 3PL, along with the restructuring of numerous eCommerce integrations to create a highly-efficient back-end ecosystem.

03 Integrations managed by eWave included: Adobe Commerce, Salesforce CRM, SLI search and personalisation, Givex for gift cards, BazaarVoice for ratings and reviews, Cybersource for online payments, and eParcel for shipment tracking and returns.

04 Additionally, Nike now has automatic picking and dispatching of pre-ordered products when they become available to customers, and automated next-day returns.

The optimised infrastructure and enhanced customer experiences delivered by eWave have put Nike back on the fast track to see impressive, scalable growth

SERVICES

Exceptional customer experiences

Strategy **ST**

- > Consulting
- > Customer Research
- > Ecosystem Design

Experience **EX**

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

Delivery **DE**

- > Commerce
- > OMS
- > System Integration

Growth **GR**

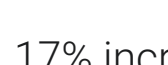
- > 24/7 Care
- > Experience Optimization



RESULT

The Fast Track to Impressive Results

70% revenue increase since the rebuild



17% increase in conversion rate



74% increase in average order value

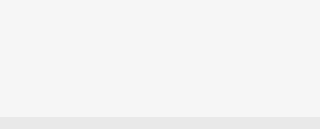


Our engagement with eWave was nothing short of first-class. The project delivery team was brilliant. They carefully analysed where bottlenecks were happening and set out a clear path to optimising and improving our online presence. Our staff have also saved significant time thanks to automation. Everyone at eWave has supported us through a major rebuild and 3PL transition. We've been very impressed by the high standard of work and expertise throughout our engagement.

Amanda Green, Digital Commerce Manager, Nike



Unlock faster online growth for your brand
Schedule a 30 min discovery session.



Next in Case Studies