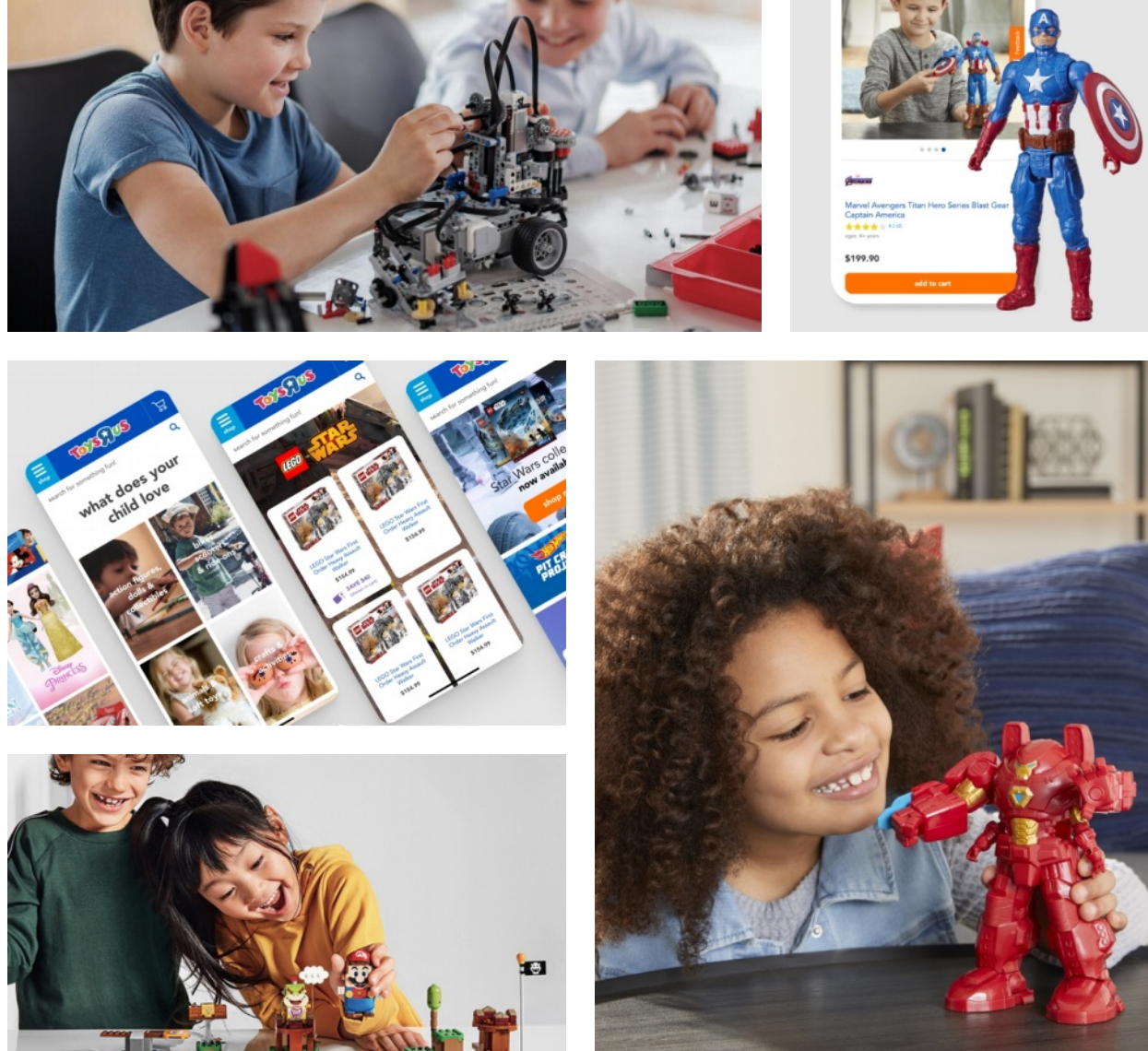


TOYS'R'US
Inspiring Imagination and Online Growth

Fuelling online growth across Asia

Headquartered in Hong Kong, Toys'R'Us Asia operates over 470 stores with more than 10,000 team members across Asia. The company's two brands, Toys'R'Us and Babies'R'Us, inspire imagination, learning, and development through play.

Toys'R'Us Asia wanted to rapidly fuel online growth across Asia by launching 14 mobile-optimised digital stores.

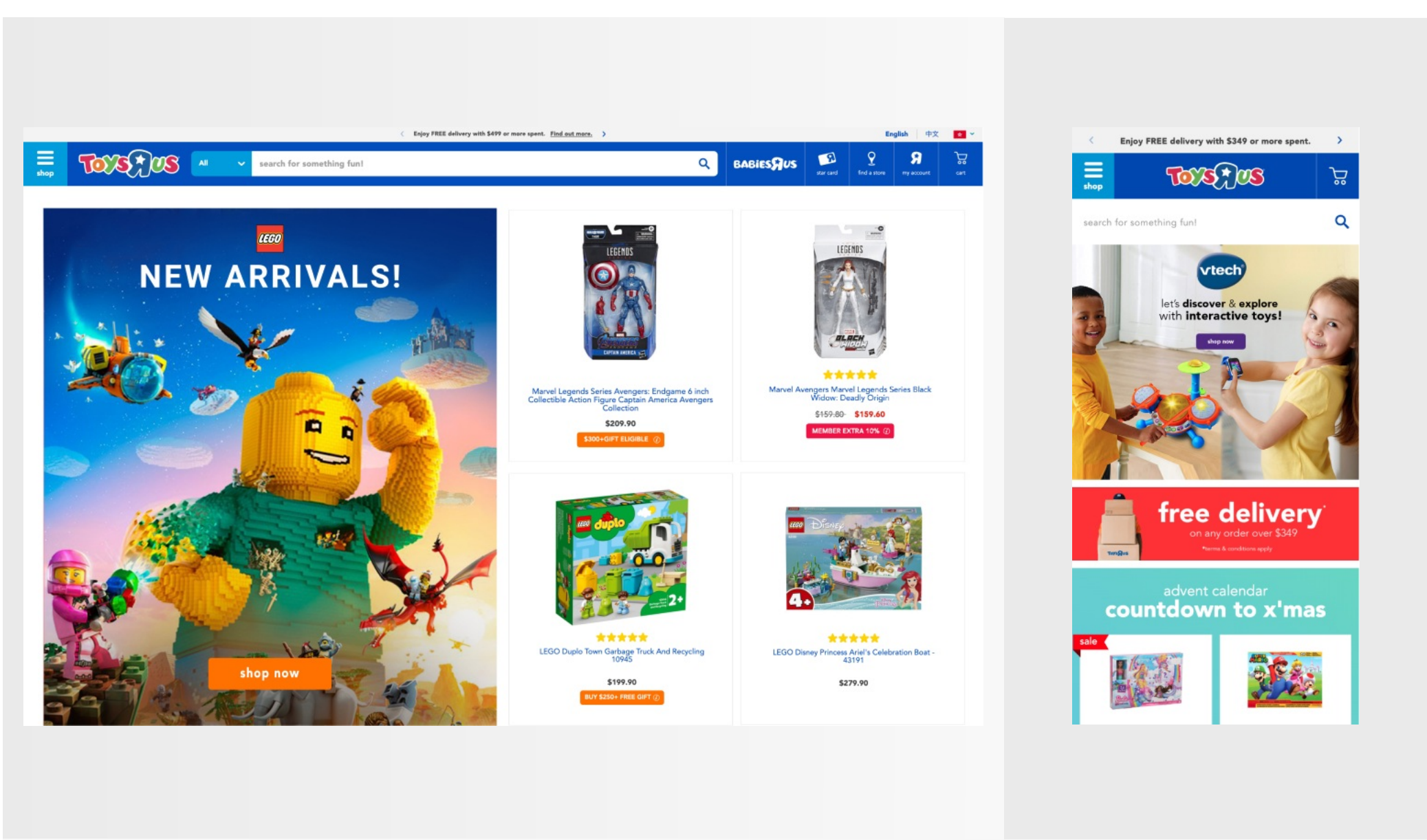


CHALLENGES

Strengthening the Solution for Savvy Shoppers

01 Toys'R'Us Asia sees high demand for its quality range of products during peak season periods. The company's previous online infrastructure couldn't keep up with demand, crashing during Christmas sales.

02 Toys'R'Us Asia also needed to replicate the same in-store magic to online channels and connect with digitally savvy parents.



STRATEGY

Defining a streamlined, scalable future

Toys'R'Us Asia envisioned a highly scalable solution to respond to demanding peak periods and enable fast roll-out of new online stores.

The company wanted to streamline and unify the customer experience while meeting regional needs. Seamless localisation was a priority with support for four languages: English, Simplified Chinese, Traditional Chinese, and Thai.

Toys'R'Us Asia decided to work with a global technology partner to define the future eCommerce strategy. That partner was eWave.

EXECUTION

By the numbers: 14 sites and 7 regions in 18 months

In just 18 months, eWave rolled out 14 sites across 7 regions: China, Hong Kong, Taiwan, Thailand, Singapore, Malaysia and Brunei.

eWave designed a mobile-first solution with global and regional Salesforce architectures. The Storefront Reference Architecture (SFRA) powers scalability and faster go-to-market for new regions.

eWave brought innovative solutions to meet unique requirements of the Asian market, including:

01 Payment options for ApplePay, WeChat Pay and Huabei (for BNPL payments), and integration with China Union Pay to support Alipay. Notably, WeChat Pay required special agreement and implementation with Tencent.

02 Development of QQ and Weibo social logins in addition to Google and Facebook logins to meet local audience needs and create more seamless checkout experiences.

03 Application of Alibaba Cloud CDN to improve website speed and performance across the region.

04 Personalised search and merchandising using Salesforce Einstein to improve the shopping experience.

05 Automation and consistency of business processes, pricing and product management, sales campaigns and more through the integration of ERP, PIM and OMS systems.

Toys'R'Us Asia looks to continue using eWave's expertise for inspiring shopping experiences with Tmall and JD.com integrations in the works.

SERVICES

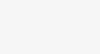
Exceptional customer experiences

Strategy



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

Experience



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

Delivery



- > Commerce
- > OMS
- > PIM
- > System Integration

Growth



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



RESULT

Lowered costs, increased revenue

80% conversion rate increase

Automation and centralisation that significantly lowered overheads and ongoing costs

100% annual revenue growth

“The experienced team at eWave made me feel like we were in a true partnership. They built the eCommerce strategy from the ground up to really unify the customer experience. As a global partner, they also brought region-specific knowledge that was invaluable to our localisation requirements.

eWave provided support and guidance from project management to technical aspects. This allowed our team to focus on the customer experience.

Thanks to the speed of project delivery, we managed to launch our online offering in 7 regions by 2020. We were set up to handle evolving digital customer expectations, accelerated by the pandemic.

The Toys'R'Us Asia team sees digital as vital to future growth. We will continue to invest in this channel and create magical experiences, in-store and online, for our customers.

Tim Halaska, Regional General Manager - Digital Strategy, Toys'R'Us Asia

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Unlock faster online growth for your brand
Schedule a 30 min discovery session. [BOOK A SESSION](#)

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