

PROJECT INSIGHTS



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Key Dept. Objectives:

Relaunch our website with a new customer experience and navigation, elevate our merchandise assortment, increase our marketing efforts/spend to improve traffic by 11%, attract larger % of 18-34 demographic and improve our logistics and fulfillment operation in a cost-efficient way.

Corelle
Brands

Technology Stack:

Salesforce Demandware; soon layering on Acquia Drupal.

Reports:

6

Stores:

80

Project Description :

Project is to relaunch our 5 web properties, including Corelle.com to be flagship shopping destination for customers, with an elevated look and feel and new, more intuitive navigation. Launch objectives include: Clean, enhanced site showcasing elevated brands, products, and content, improved navigation and connected site experience, including persistent (joint) cart, best-in-class mobile experience, SEO and site search optimization, and best-in-class site personalization.

Project Challenges:

Resources, launching on time for 10/1 with minimal downtime and sales dip from SEO reset.

Project 3rd Parties:

CRM solution providers and email marketing solution providers.

Project Timeline:

October 1st.

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance:

A High Priority **B** High Priority **C** Interest **D** Low Priority **E** Not A Priority

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Machine Learning-Powered Customer Identity Resolution	C
Actionable Insights And Site Experience Powered By Customer Behavior	A
Omnichannel Content Management And Ecommerce Integrations To Deliver Iconic Customer Experiences Quickly And At Scale.	D
Customer Data Platform With Full-Service Marketing Analytics, Strategy And Execution.	A
Ethically Sourced Consumer Data	A
Digital Agency Designed To Drive High Performing Omni-Channel Strategies, Tactical Execution And Program Optimization	D
Customer Identity And Access Management	B
Data Driven Search & Personalization	B
Adopting Transformative Cognitive/AI Capabilities, Strategies And Data To Uncover And Fulfill Customer Needs, Unlock New Customer Insights, Create Personal Customer Experiences, And Digitally Reinvent The Enterprise	A
Facebook, Google And...Moving Beyond The Duopoly For Digital Acquisition	B
Customer Care Automation To Enhance Customer Service And Loyalty	B
Unlocking The Power Of Customer Data To Create Personalized, Cross-Channel Digital Marketing Campaigns	B
Improving Your Digital Customer Experience To Increase Revenue And Loyalty.	A
2018 Holiday Search Marketing Strategies for Retailers	A
Loyalty & Crm Solutions Across Technology, Analytics, Strategy And Creative	A
Omnichannel Ecommerce Technology And Operations Services	D
Integrated Marketing Strategies For Enhanced Performance Across Digital Channels	C
Single Point Of Control To Connect All Customer Data, Determine Next Best Actions In Real Time, And Orchestrate Interactions Across All Enterprise Touchpoints	B
Delivering Personalized, Omnichannel Customer Experience With A Modern Microservices Based Platform	D
Content Marketing: Building Audience And Driving Sales Through Original Content And Brand Storytelling	B
Omni-Channel Commerce Platform	D
The New Era Of Retail Marketing: Bridging The Local And Digital Divide	D
Data Driven Location Based Marketing	C
Machine Learning-Powered Customer Identity Resolution	C
Optimize Your Product Content to Maximize the Customer Experience and Boost Revenue	E
Omni-Channel Digital Experiences and Personalized Communications	E
Using Digital Marketing to Create Long-Term Value and Human Connection with a Brand's Audience	A
Delivering Omni-Channel, Personalized, Digital Retail Experiences and are Actively Looking at Enabling Technologies, including Digital Experience Platforms and Digital Content Hubs	C
Meeting the Digital Needs and Deadlines of the Business Teams in Delivering Content, Sites and Apps	B