

OSF | DIGITAL **B***rowns*

UPGRADING AND MODERNIZING THE
STOREFRONT AND ORDER MANAGEMENT

OSF Digital – Browns Shoes

ABOUT BROWNS SHOES



B*rowns*

Browns Shoes is a family-owned business established in Montreal in 1940.

The fashion footwear retailer owns and operates 68 retail stores throughout Canada and has a strong ecommerce presence.

CHALLENGES

RAPID GROWTH REQUIRED SUPPORT

In 2015, Browns invested in a state-of-the-art distribution center with 63 robots fulfilling store and e-commerce orders.

Given Browns' vast product selection, holding full inventories at each location just wasn't an option.

To provide an outstanding customer experience with fast order fulfillment, Browns Shoes needed accurate, continuously updated information and the ability to leverage merchandise from any location — immediately.



CHALLENGES



CUSTOMER EXPERIENCE NEEDED IMPROVEMENT

Browns wanted:

Accurate, real-time information for fast order processing

A secure, mobile-first website with better navigation and performance

More accurate shipping lead times

CHALLENGES

LACKED DISTRIBUTED ORDER MANAGEMENT (DOM) TECHNOLOGY

Browns wanted to:
Help reduce the complexity around
inventory management

Shorten the time required for order
fulfillment



CHALLENGES



NEEDED A FASTER, RESPONSIVE WEBSITE

Browns Shoes needed a mobile-friendly website with modern navigation, rich product descriptions, and expanded order and checkout capabilities

SOLUTION

OSF Digital seamlessly interconnected DOM technology with 5 different retail systems into a single unified commerce solution.

REPLATFORMED TO A NEW COMMERCE SOLUTION

OSF Digital rearchitected and replatformed Browns Shoes' ecommerce site, upgrading obsolete integrations and removing unused ones for a streamlined technology stack.



SOLUTION

OSF DIGITAL INTEGRATION



Customer BEHAVIOR TRACKER provides access to customer insights on browsing, shopping and checkout actions

THIRD-PARTY INTEGRATION

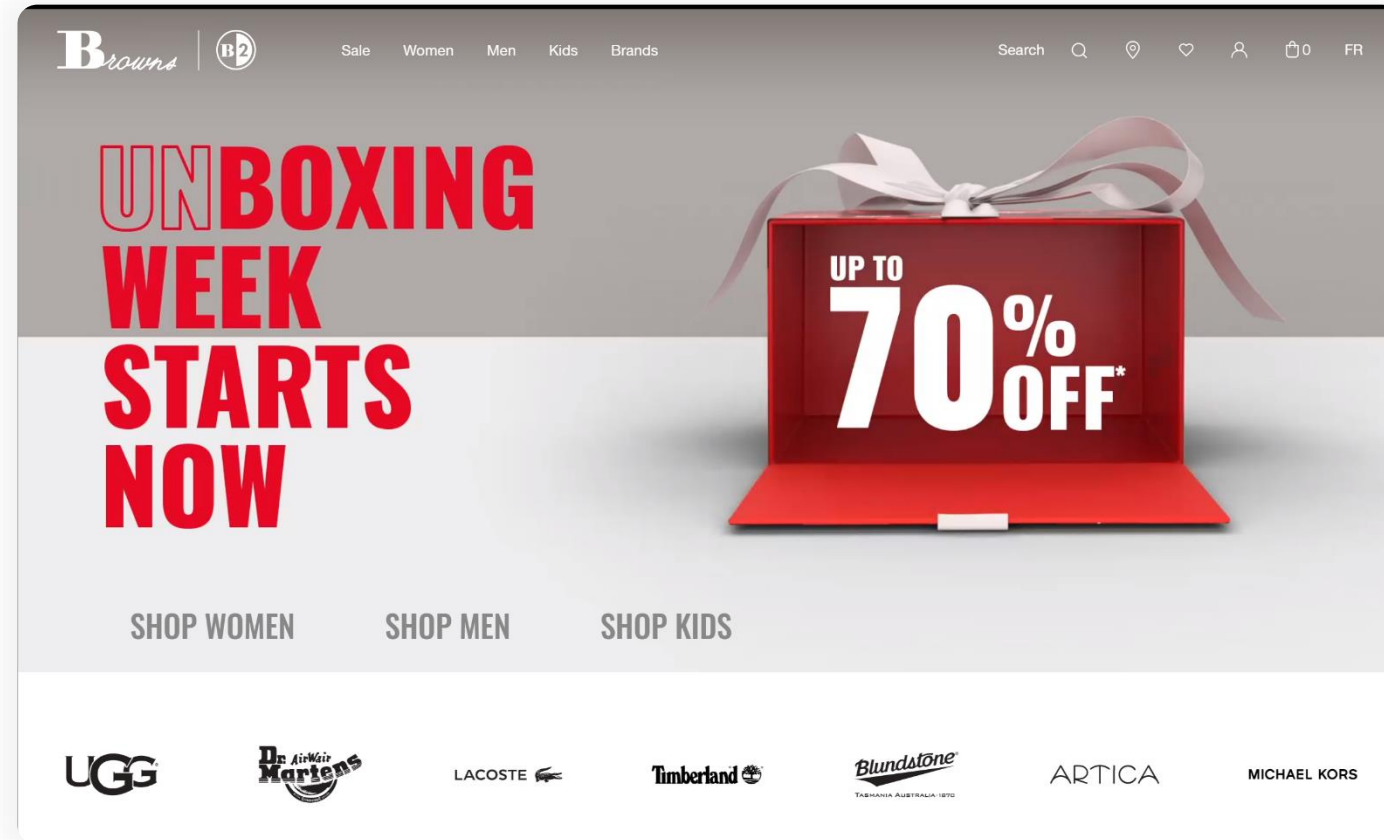
Site security
Fraud protection
Website tracking



SOLUTION

REDESIGNED STOREFRONT WITH NEW LOOK & FUNCTIONALITIES

- Mobile-responsiveness
- Rich product descriptions
- Search recommendations
- Product navigation
- Apple Pay
- Same-day delivery
- Gift card offerings
- Pre-orders
- SEO optimization



THE RESULTS

IMPROVEMENTS IN OPERATIONS

More efficient stock management & order fulfillment at distribution & store levels

Order-to-fulfillment cycle cut to as low as 15 minutes

Shortened the promised delivery time by an average of 50%+

Secure checkout process



A MODERN CUSTOMER EXPERIENCE

Customers can see all purchases made in store and online

Mobile-friendly shopping

Better site navigation and features

INCREASED CUSTOMER SATISFACTION

Seamless shopping experience throughout the buyer's journey from product discovery to delivery

Express shipping with 99.5% certainty of meeting fulfillment promises

THE RESULTS

ENHANCED MARKETING TOOLS

Better SEO performance of new ecommerce site

Improved Google Analytics tracking and reporting

Customer analytics for more effective marketing strategies

MORE ECOMMERCE TRANSACTIONS

Growth of online sales

Increased conversion rates



KEY PERFORMANCE INDICATORS

15 min.

Order cycle, from receipt to tracking number

50%

Shorter delivery times

99.5%

Order accuracy

TESTIMONIAL

Our Work Through The Eyes Of Our Clients

This implementation enables us to stay at the forefront of omnichannel retail for years to come. Having a solid, reliable partner like OSF Digital ensures that we can provide our shoppers exceptional experiences regardless of how they choose to shop with us.

Richard Sejean

Director of Ecommerce, Browns Shoes





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THANK YOU!

OSF Digital – Browns Shoes