

OSF DIGITAL



TOTAL ECOMMERCE TRANSFORMATION DELIVERING GREAT ROI

OSF Digital – Tate Case Study

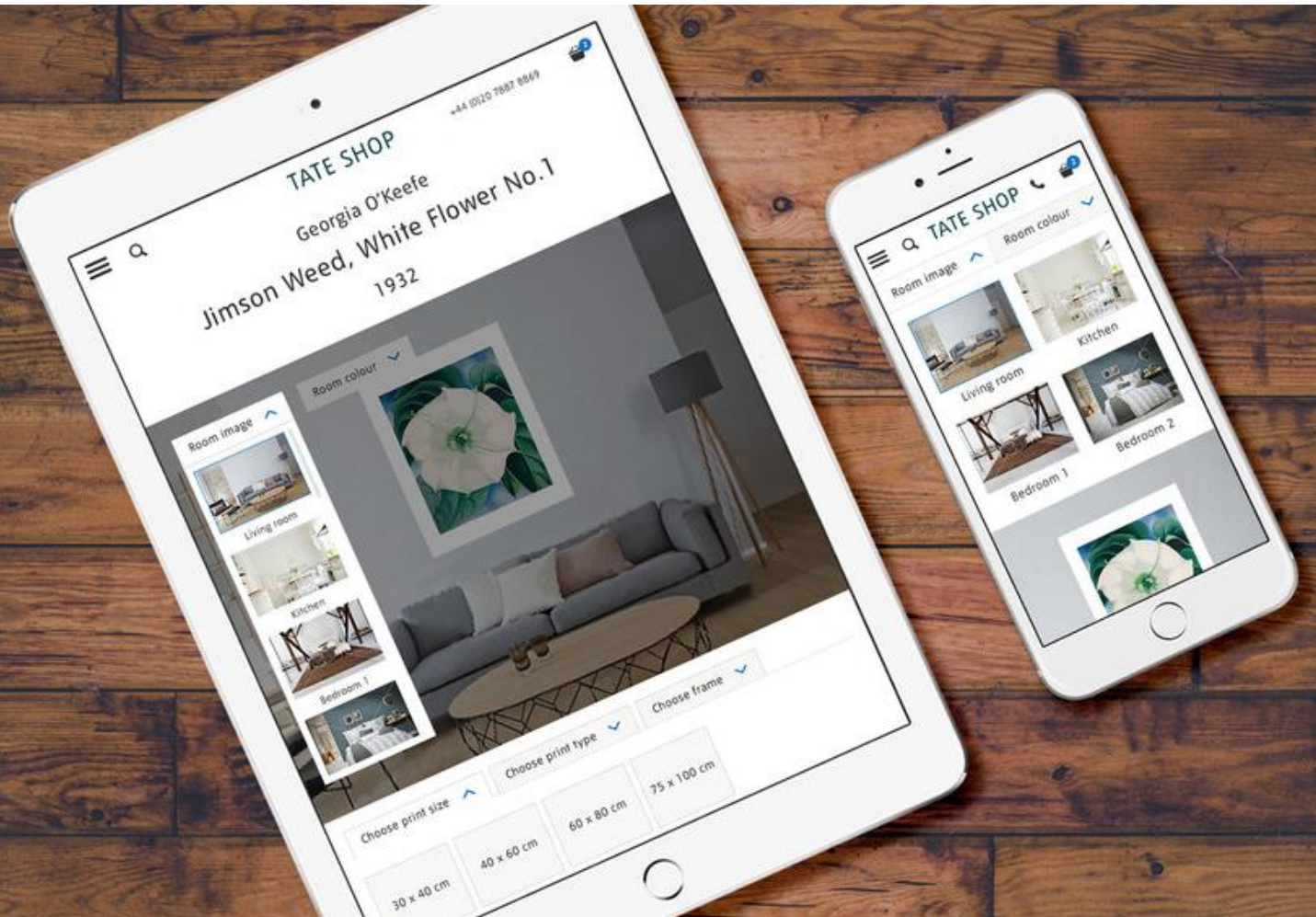
ABOUT TATE

Tate have four major galleries situated across the UK, housing around 70,000 artworks including a national collection of British and international art. They are a British art institution and a highly-regarded global brand.



TATE'S CHALLENGES

Required a New Platform & Agency



Tate were dissatisfied with their commerce platform, so they embarked on a search for a new agency to help the brand enhance and expand its ticketing and membership management, e-ticketing, and shopping and commerce capabilities.

OSF's SOLUTION

Rapid-response Maintenance & Technology Solutions

Blueleaf, an OSF Digital company, implemented an 18-month project to completely redesign and replatform Tate's ecommerce onto Salesforce Commerce Cloud.

This huge programme of work was separated into three projects:



TICKETS &
MEMBERSHIP



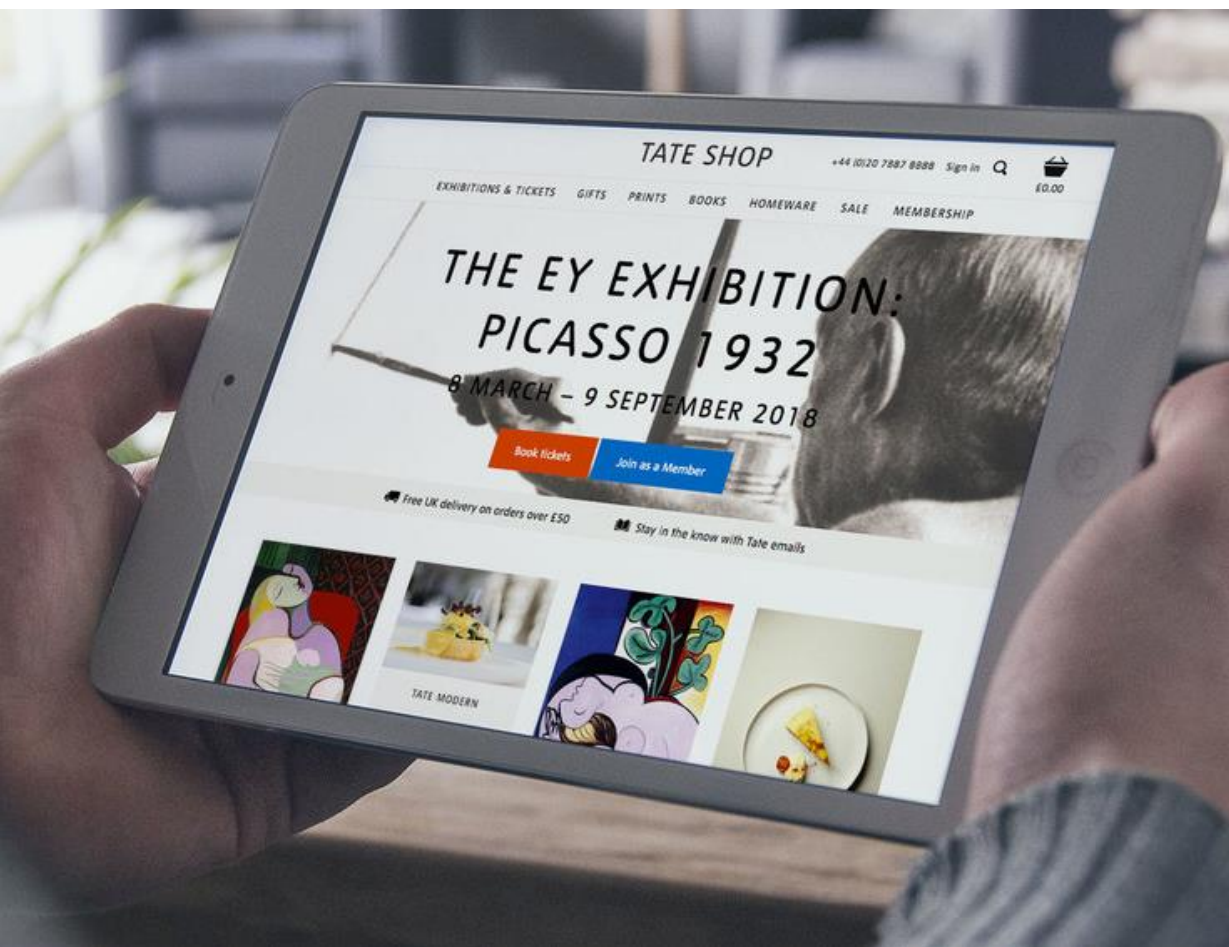
E-TICKETING



SHOP & COMMERCE
CONSOLIDATION

OSF's SOLUTION

Phase 1 – Ticketing & Membership

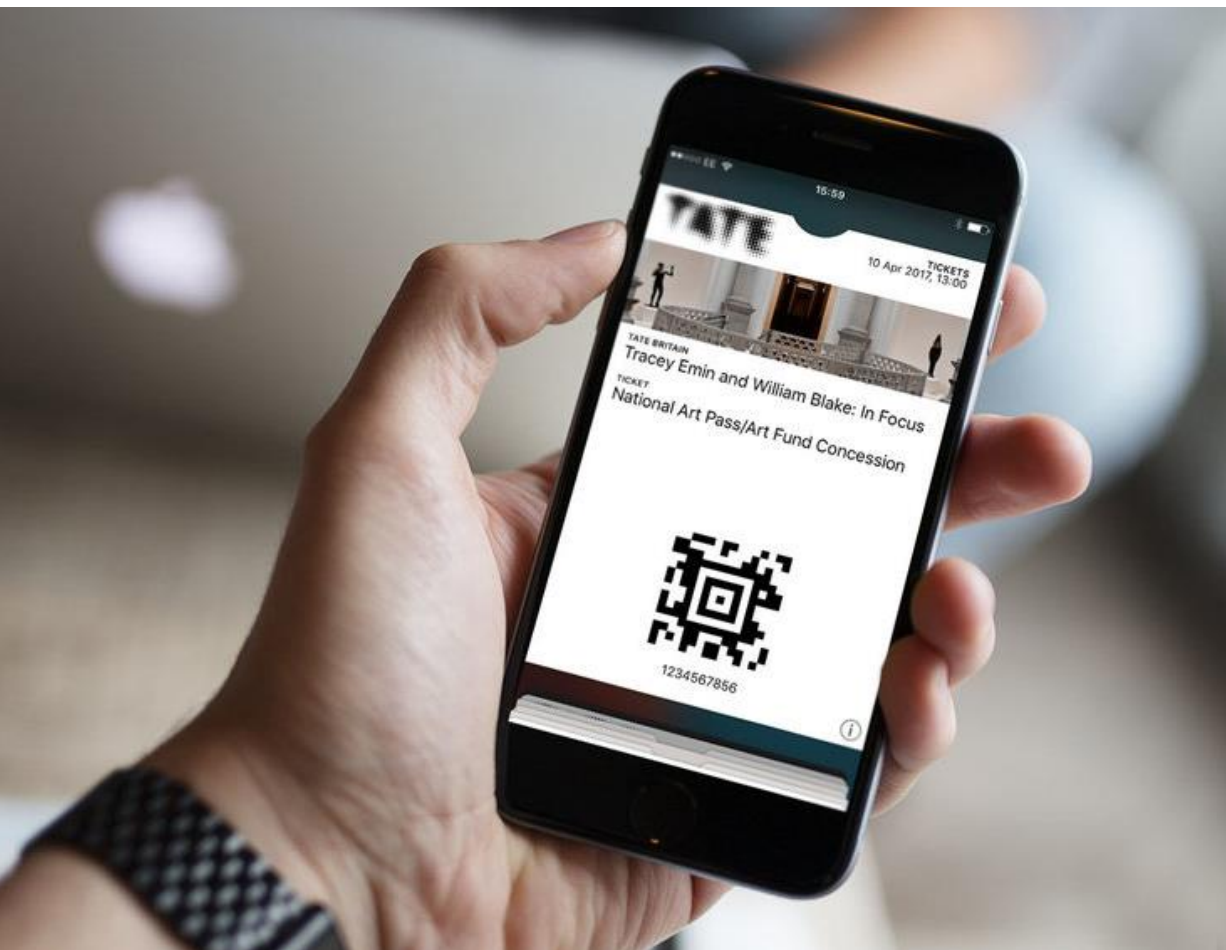


We extended Salesforce Commerce Cloud's capabilities to handle non-traditional ecommerce products, i.e. tickets and memberships. A typical dress may be offered in 3 colours and 5 sizes, a total of 15 variants. In comparison, a Tate exhibition may run for 180 days, with 15 time slots per day and 10 ticket types (adult, child, family, etc.), a total of 27,000 variants!

The standard data model was used in Commerce Cloud, exhibitions were adopted as categories, holding each individual day as a master product. Bespoke middleware was also created and housed in Tate's Microsoft Azure cloud platform to connect their ticketing system, Enta to Commerce Cloud.

OSF's SOLUTION

Phase 1 – Ticketing & Membership



We also designed a slick purchase flow for tickets and memberships, making it as easy as possible for users to buy them on any device.

The team also greatly improved Gift Aid opt-in on ticket and membership sales, a significant extra revenue stream for Tate. A completely custom front-end was built for Commerce Cloud based on a full UX process that was employed that involved creating customer journeys, user stories, design and usability testing in a lab to ensure the effectiveness of our solutions.

OSF's SOLUTION

Phase 2 – Eticketing

Building on Project 1, we brought e-ticketing to Tate and to their Commerce Cloud website. This involved:

TICKET AND MEMBERSHIP PURCHASE FLOWS

Reviewing the ticket and membership purchase flows to ensure that the new e-delivery method was clearly communicated and assessing the impact on delivery options, especially for membership where a physical card and pack is delivered alongside an electronic version.

DESIGN OF FULFILMENT EMAILS

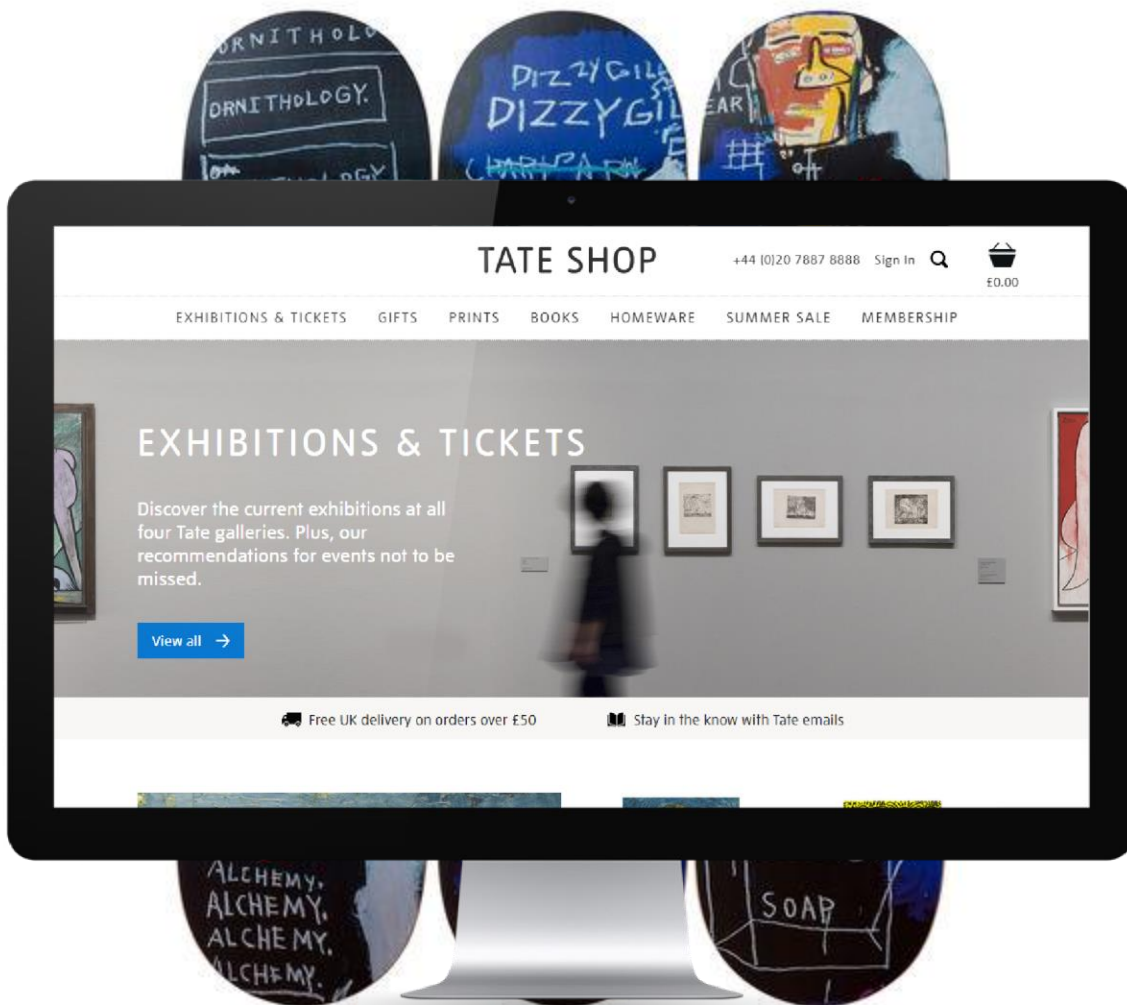
Using this information to modify the design of fulfilment emails, with PDF tickets and also wallet passes for Apple and Android devices, requiring changes to our bespoke middleware.

RETRIEVAL MECHANISM

Implementing a retrieval mechanism for lost tickets reducing calls to customer services.

OSF's SOLUTION

Phase 3 – Shop & Commerce Consolidation



REDESIGNED AND REPLATFORMED

Tate's Venda shop site onto Commerce Cloud and consolidated it with the tickets and membership sites built in projects 1 and 2.

Ran another full UX process (including usability testing) on the Tate Shop, to design a great front end that makes it easy for customers to seamlessly buy a diverse mix of products including standard products (e.g. mugs, t-shirts, books), custom prints, tickets and memberships, all via a single basket and checkout.

OSF's SOLUTION

Phase 3 – Shop & Commerce Consolidation



INNOVATED THE EINSTEN RECOMMENDATIONS

engine to avoid recommending different timeslots of the same exhibition, for example. Our bespoke middleware was further enhanced to include Trilogy, Tate's shop product ERP.

Extended the Customer Service Centre to add basic order management functionality, empowering their customer services team.

Worked closely with Tate's kiosk provider to enable chip and PIN payments in the galleries, with the experience powered by our Commerce Cloud site.

RESULTS

A Stable Commerce Website that Exceeds Expectations

Tate now have a powerful, design-driven website that provides its valued members and supporters with the customer experience they deserve.

+ **10%** Rise in online membership sales

from **54%** Gift Aid opt-in on memberships rose to **95%**

+ **73%** Rise in tickets being booked on mobile

15.5% Drop in bounce rate

+ **16%** Rise in conversion from the ticket flow to membership sales

101% Revenue rise for Patronage products (high value donations to Tate of up to £12,000)

Customer service enquiries also fell significantly.

TESTIMONIAL

Our Work Through the Eyes of Our Clients

“

“Blueleaf (an OSF Digital company) did an excellent job understanding the complexity of this project and building solutions that integrated effectively with Salesforce Commerce Cloud, and also delivered a slick user experience through a process with some unavoidable complexity. We are not confident other partners would have the skills and flexibility to do this type of work to the same standard.”

”

Jon Haworth,

Senior Commercial Systems Manager, Tate

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THANK YOU

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