

# SUCCESS STORY

luzern

Global lighting company expands & accelerates international business with a revamped D-2-C webstore built on Luzern's platform. The company also partnered with Luzern to launch strategic digital commerce initiatives that entice shoppers & significantly boost online conversions & improve the customer experience of its Brand.

## Background

Initially, as with many large companies, it was difficult to deliver eCommerce solutions rapidly enough to reach an increasingly sophisticated and digitally savvy customer base. The Brand didn't have the in-house expertise to fully implement scalable eCommerce initiatives, that's where Luzern immediately added value, working alongside their team to understand the goals and objectives in order to create a winning strategic plan to deliver the results they wanted from an eCommerce platform.

## Key Challenges

- ▶ To broaden reach internationally and increase revenues from online channel
- ▶ Set up Multi-currency checkouts for faster internationalization
- ▶ Source eCommerce expert resources to move fast and scale globally
- ▶ To understand their buyers preferences in order to deliver targeted, localised online promotions to drive sales and Brand loyalty

# Luzern Solution

**Webstore with Custom Functionality:** Luzern delivered a high performing webstore with customised functionality based on customer requirements. The Site integrates with existing databases and reflects the company's high quality brand.

**Flexible & Agile:** As with many large companies, it can be difficult to scale and deliver on ever changing customer expectations. Luzern's flexible platform and agile approach enabled the Brand to move fast, to test and learn, and deliver the optimum go-to-market eCommerce strategy.

**Customised Solutions to Improve CX, Drive Sales & Boost Brand Loyalty:** Luzern partnered with the company to create a customized eCommerce solutions, with targeted and exclusive offers with relevant content, discounts and promotions, creating a personal customer journey for their most valued customers.

**Integrated with Existing Systems:** Luzern connects into the company's ERP system ensuring ease of expansion. The connections into SAP and its Logistics/Warehousing systems ensure that the solution is future-proof as they grow their Brand portfolio and expands into new markets.

**Digital Promos:** Luzern created customised promotions, including a "Refer-a-friend" digital coupon, to reward customers with unique or one-time-use codes that drive repeat business and support ongoing brand loyalty.

**Merchant of Record:** All online sellers require an entity called a "Merchant of Record" (MoR) in order to be able to accept and manage online payments via credit or debit card. The MoR is the organization whose name appears on the cardholder's statement after they make a purchase.

Luzern manages the MoR Process and handles the necessary administrative tasks including:

- ▶ End to end management of the checkout process
- ▶ Management of the payment portal where the customer securely enters their card details.
- ▶ Calculation and application of Tax.
- ▶ PCI compliance. All customer information is safe and secure.

**Multi-currency checkouts for faster internationalization:** Luzern delivered multi-currency checkouts/ price per country to help sell on a global scale.



## Key Results

1

Customised  
Promotion and  
discount code tools

2

Content  
management  
capabilities

3

An easy-to-use  
checkout with fast  
payment options

4

Multi-Currency  
checkout

5

Search engine  
optimized code  
and layout

6

Advanced  
Reporting tools

7

Management  
of Merchant  
of Record

8

The ability to  
scale up with the  
Luzern platform

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For more information contact  
[hello@luzern.co](mailto:hello@luzern.co)