

DAVID JONES

Building amazing online experiences

When eStar was selected by David Jones as the enterprise eCommerce technology of choice (in 2017) to power the David Jones eCommerce channel, the requirements for eStar were broader than just providing world-leading technology.

eStar was selected to provide the eCommerce technology, integrate to the various business systems of David Jones and maintain a high standard of delivery, but David Jones wanted a lot more.

eStar was asked to lead the customer experience design process and was tasked with leading all the necessary front-end changes that would lead to the creation of amazing online experiences.

Some may think this to be an unusual request of a technology company, but this is one of eStar's core competencies.



Customer experience design – eStar working with David Jones

eStar's digital strategy team led the design process to ensure the design agency:

- Was informed by a rigorous data mining process by the eStar strategy team
- Complied to digital/eCommerce best practice
- Did not recreate existing experience design issues occurring on the previous eCommerce technology

This is the process David Jones and eStar worked through together to deliver the new experience design.

Step 1 – David Jones business strategy

The eStar digital team needed to understand the wider business strategy.

Step 2 – Data mining and insight gathering

eStar undertook a rigorous fact-finding expedition by looking at behavioural data sets that were both quantitative and qualitative.

eStar was able to seek out the data trends to inform decision making that created the new and improved experience design. Examples:

- What existing customers 'pain points' were with the previous eCommerce technology
- Meeting the needs of existing customers to bolster the retention strategy
- Uncovering 'pain points' David Jones was not addressing for those consumers who have never completed a purchase from the retailer

Defining 'pain point'

Today's consumer responds and reacts to needs immediately due to the constant proximity of their own personal super computer (their smartphone). As a result, their expectations of retailers delivering relevancy to their needs is extremely high.

eStar identifies the experiences consumers want. Essentially, the act of delivering 'pain resolution' is the new customer experience design plan.

Some examples of data analysed from David Jones:

- Millions of sessions of behavioural data
- Chat dialogue
- Call center logs specifically from online consumers
- One-on-one interviews with sales employees
- Consumer demand analysis

Why are the above data sources important?

Answering the why question provides clarity on consumer pain points.

The process of identifying the 'what' stimulates the creation of a hypothesis. This comprehensive view of the data develops focus on what to look for in employee interviews, online chat dialogue analysis and call center log analysis.

eStar also takes the successful physical one-to-one experiences and translates these into the experience design plan. The eStar strategy team turn this into:

- Content requirements
- Functionality requirements
- Functionality treatment
- Page layout requirements
- Page element placement

These insights steer all page layouts and page element treatment across the entire site.

Best practice foundation

When constructing the experience design plan for David Jones, best practice digital/eCommerce was applied throughout. eStar's deep understanding of digital/eCommerce best practice was presented to David Jones to ensure this replatform project was embedded on a best practice foundation.

Why is working off a best practice foundation important?

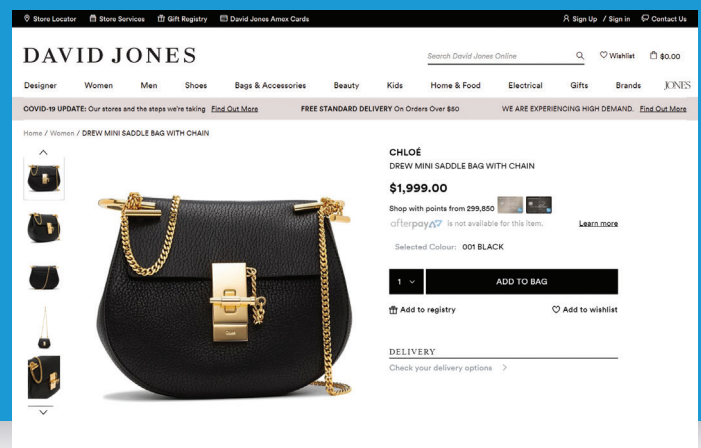
When based on a best practice foundation the business embarks on a feedback loop and continuous improvement.

Working from a best practice foundation enables David Jones to grow and evolve faster than business predictions.

Summary

eStar's ability to map out amazing customer journeys, through the creation of an experience design plan, combined with having the enterprise eCommerce technology solution to deliver and enable these amazing online journeys is why eStar's clients are seeing such success.

David Jones is embarking on exciting times with eStar through a customer experience design process and replatform, and are well prepared to reap the benefits.



brand experience
delivered together

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