

city chic

Company

City Chic: www.citychic.com.au

Industry

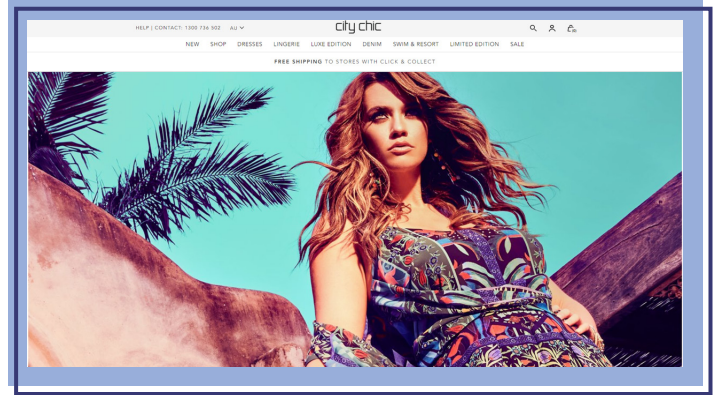
Women's Fashion

Business Challenge

City Chic was an SLI customer prior to replatforming in 2017 but then moved to the search functionality found in Hybris. The impact was negative. Loyal City Chic customers complained about the company's on-site search results in the wake of migrating away from the SLI Product Discovery Suite™. In addition, City Chic's lean e-commerce team lost the flexibility to enhance the site's search experience and instead had to rely on developers to make any needed changes.

Solution

Less than a year after switching platforms, City Chic replatformed again to Magento and redeployed SLI Learning Search® and SLI Rich Auto Complete™. Immediately, City Chic saw significant increases to performance across its desktop and mobile site-search users.



“When we replatformed, we decided to try the built-in platform search and quickly discovered it had a measurable negative impact on our business. We're very pleased with the results now that we've redeployed SLI.”

Lauren Pollard

Digital Strategy and Growth Manager, City Chic

SLI Products in Action



LEARNING SEARCH



RICH AUTO COMPLETE

Results

- ▶ **20%** increase in average order value
- ▶ **75%** increase in mobile conversion rate
- ▶ **94%** increase in mobile revenue



The World of Curves Sisterhood

City Chic defines its brand and its customers as “Bold-Sexy-Glam-Chic.” As the leading retailer of plus-size fashion in the southern hemisphere, City Chic has cultivated a “sisterhood” culture among its loyal fans who often share their City Chic looks on Instagram with the hashtag #ccworldofcurves. Based in Australia, the company operates more than 100 stores globally and sells through another 90+ partner locations, often top-tier department stores. In fiscal year 2018, the company generated \$132m AUD in sales. More than a third of the company’s revenue – 36% – comes from City Chic’s online retail operation. A nimble six-person e-commerce team is the force behind the company’s Australian, New Zealand and U.S. websites, and it expects to generate 50% of the company’s revenue in the coming years.

Exceptional Customer Experience in Stores and Online

Inside City Chic stores, sales associates take pride in empowering women of all sizes to wear the latest fashion. City Chic’s Digital Strategy and Growth Manager Lauren Pollard said the company’s e-commerce team strives to re-create the same exceptional customer experience on its site. But when the company left SLI for Hybris’ built-in search solution, shoppers noticed the difference and so did City Chic’s e-commerce team.

For online shoppers, a premium is placed on relevancy, Pollard said.

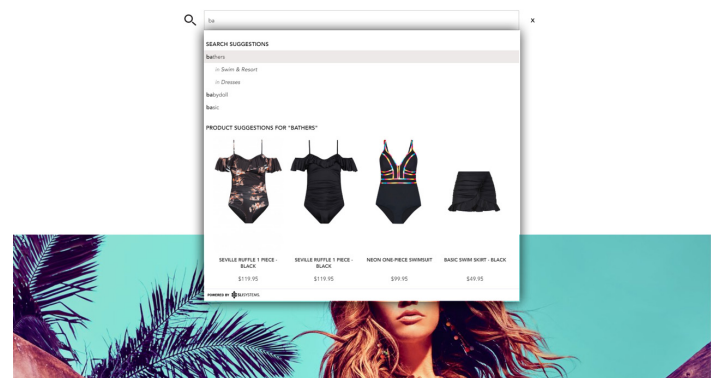
“What they expect is a ‘Google’ experience,” Pollard said. “What we had was basic functionality. Without SLI, the experience was gone. The great thing about a sisterhood is that they let us know we were letting them down. We knew for those whole 10 months that the site search experience wasn’t great.”

Results After Returning to SLI Product Discovery Suite

In June 2018, City Chic was able to replatform again – this time to Magento – and redeploy SLI solutions. “It wasn’t even a consideration to use an out of box search solution,” Pollard said about returning to SLI. “We just knew that wasn’t going to work for our customers.”

The results speak for themselves. Comparing August-September 2018, after redeploying SLI, to the same period a year earlier, when Hybris platform was in use, City Chic saw an 11% increase in shopper sessions.

In addition to improved business results, City Chic benefited from SLI Systems’ famous “white glove” service during implementation. The entire implementation cycle took a little less than seven weeks from a standing start. City Chic partnered with Guidance, an industry leading commerce service provider based in Los Angeles with 25 years of experience and expertise on Magento Commerce as well as other platforms. “Guidance was able to complete the SLI integration right on schedule with no disruption of services,” said Andrew Hofstetter, senior technical lead at Guidance.



Australian shoppers often use “bathers” instead of “bathing suits” when searching for swimwear. SLI Rich Auto Complete takes this into consideration and returns the right results regardless of what terms are used.

For more about City Chic, watch the webinar: **Trending Now – A Great Customer Experience, Why Site Search Is Always in Fashion.**

About SLI Systems

SLI Systems (SLI.NZ) accelerates e-commerce for the world’s top retailers by generating more traffic, converting shoppers into buyers and maximizing order values. The SLI Product Discovery Suite™ uses sophisticated machine learning to predict what each shopper is most likely to buy right now, and includes solutions for improving site search, navigation, mobile, merchandising, recommendations, and SEO. The SLI Commerce Console™ organizes key sales insight and tuning capabilities into one easy-to-use control center. For 17 years, established brands have trusted SLI Systems to deliver innovative features, knowledgeable service, and reliable SaaS-based infrastructure, that delights customers and increases revenue. SLI operates on five continents, in 20 languages, and is a leader among cloud-based site search providers to U.S. Internet Retailer Top 1000 retailers. For more information, visit www.sli-systems.com ©2018 SLI SYSTEMS