



# Wolverine's Salesforce Commerce Cloud platform gets an uplift

The ecommerce firm leverages tailor-made solution to streamline conversion, accessibility, support and service on SFCC.



# An Ecommerce frontrunner that is customer obsessed

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Wolverine, an ecommerce giant in footwear and apparel was founded on the simple desire to create good products for good people. With a footprint of approximately 200 countries and territories across the globe, the company has been growing from strength to strength in the ecommerce business by leveraging Salesforce Commerce Cloud.

Wolverine was no stranger to the challenges that came with its scale and global reach. It grappled with issues that ranged from time zone conflicts in website management with missing 24x7 support to a hybrid production model that delayed return on investment and availability of features. However, one problem stood out amongst the rest - the accessibility of their websites. Non-ADA-compliant websites were causing revenue losses among disabled customers, and it was clear that a solution was needed.

Wolverine's websites faced with the challenge of subpar frontend performance that affected the customer experience. This issue inflicted significant damage on browsing, conversion rates, and resulted in cart abandonment and dwindling customer retention. To address the issue, the team embarked on a journey to enhance the user experience, guided by recommendations gleaned from BAYMARD audits.

Wolverine chose Brillio to help navigate these challenges and address them. What set Brillio apart was our role as more than just a delivery partner. Brillio was a strategic ally in Wolverine's digital transformation journey, offering diverse capabilities across various domains including analytics, DevOps, and data integration. Besides, Brillio crafted tailored solutions that aligned with Wolverine's overarching business objectives.

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# A tailored solution for seamless support, accessibility, feature availability, and web experiences

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Brillio's solution for Wolverine's SFCC (Demandware) platform is a holistic approach that weaves together various elements to create a seamless and efficient transformation. At its core, the solution focused on ensuring that the transitions during new releases are orchestrated with finesse, minimizing disruption and maximizing efficiency. In this journey, the team actively engaged and worked closely within Agile sprints to meticulously plan, create, test, and implement changes that are not just aligned with business needs but also foster agility and adaptability, allowing the narrative to evolve as needed.

Next, configurations were carefully managed and SFCC Business Manager elements like assets, slots, promotions, campaigns, site preferences, and content were set up to meet the customer's evolving needs. One such requirement was to effectively configure the promotion code within SFCC Business Manager to grant exclusive discounts to Wolverine's Board of Directors.

When customers shopped on Wolverine's website with Partnerize connected to their GTM, some important information was getting lost, and partners who help sell things on the website were not getting the money they deserved. To fix this, Brillio team decided to make

the website talk directly to Partnerize system through server-to-server communication using APIs - the solution implementation is in-progress.

What truly made Brillio solution stand out was the creation of custom functionalities on the SFCC DW Platform. Like adding intriguing characters to the story, custom code was developed for new functionalities. This included technical design templates, release notes, demos, knowledge repositories, and related assets, enriching the narrative with depth and complexity.

Wolverine was grappling with an unidentified issue of accessibility which was brought to fore due to Brillio's ADA expertise and it was resolved by adopting ADA-compliant navigation. The team ensured accessibility for all by addressing standards, creating test cases, developing validation matrices, analyzing violations, categorizing issues, reporting findings, and conducting regression testing. This ensured that every visitor, regardless of their background, could engage with the site.

# From conversion rate to accessibility scores, all critical metrics experienced an uptick.

Wolverine experienced remarkable transformations in terms of conversion, accessibility, support efficiency, and service availability, all contributing to their growth and user satisfaction.

**Conversion Rate Soared:** A remarkable 150% increase in the conversion rate with Shoe Advisor implementation, reaching an impressive 5.4%, far exceeding the industry average of 2.1%. This led to substantial sales and revenue growth.

**Elevated Accessibility Scores:** Notable enhancements in overall accessibility scores, exceeding 90+ in key sections like Homepage, PLP, Checkout, Cart, and MyAccount, ensured a user-friendly experience for a wider audience.

**Efficient Release Cycle:** By executing sprints without UAT bugs, development was streamlined, resulting in quicker production releases within the 22-23 timeframe, granting early access to new features.

**Exceptional Support Compliance:** Maintained an exceptional 98% compliance rate for response time with 24x7 support. This responsive support minimized disruptions and facilitated swift issue resolution.

**Efficient Ticket Management:** Successfully handled 73% more tickets through the 24x7 managed support model which underscored its effectiveness, contributing to a more robust and responsive support system.

**Reduced Downtime:** Achieved a substantial 42% reduction in year-over-year Mean Time to Resolution (MTTR) significantly improving service availability.

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**150%** increase in the conversion rate with Shoe Advisor

**90+** accessibility scores

**42%** reduction in MTTR

Learn more about our **Customer Experience Transformation**



## ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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