KLEPIERRE

Klépierre turns shopping into a lifestyle experience

The European leader in shopping malls has improved customers' retail digital experience and reduced IT complexity with Sitecore

Industry: Retail • Founded: 1980 • Employees: 2,000
Headquarters: Paris, France • klepierre.com

Despite a decline in brick and mortar retailing and the COVID-19 lockdown, Klépierre, the European leader in shopping malls, is bucking the trend and delighting customers and retailers alike with an innovative digital shopping experience. Their 100 malls across a dozen countries attract roughly 1 billion visits every year and are in most of Europe's major cities. Each mall has around 200 brand-leading retailers such as Nike, Samsung, Swarovski, Yves Rocher, Zara, Carrefour, Lego, and McDonald's.

The Challenge

Klépierre had been limited by a digital platform that was outdated, not data driven, and inflexible for internal users. With the omnipresent threat of online retailing, Klépierre knew that to thrive, as well as attract customers and leading brands into its malls, it had to offer more than just a place to shop.

"The shopping mall experience won't end, but threats like e-commerce force us to rethink the customer experience and be more customer-centric for both shoppers and retailers. We needed better digital retail services and personalization to enable us to create differentiation," said Diane Ledoux, Digital Marketing Director at Klépierre.

Part of the strategy was making its malls beautiful, fun, and attractive places to visit. Clothing shops now only account for 40% of retail space; the rest is devoted to 'retailtainment', offering food, leisure, healthcare facilities, and cultural experiences. The digital strategy hinged on developing a three-pillared cloud-based platform comprising a new digital omnichannel strategy, data to help understand and interact better with customers, and a CRM to create stronger relationships.

The Sitecore Solution

Klépierre chose Proximity and Sitecore because of the companies' commitments to address Klépierre's strategic objectives and to deploy Sitecore's headless digital experience platform on Sitecore Managed Cloud. With Sitecore Managed Cloud, Proximity delivers cost control, predictability, and simplifies IT management, typically enabling 80% of IT resources to be reallocated to focus on value-add development.

In just six months, Klépierre and its partners had rolled out a digital, data and CRM platform for 93 shopping centers in 14 languages across 11 European countries. With 80% of customer engagement coming via mobile devices, a mobile-first strategy was key.

6 months
To deploy 93 sites in 14 languages

99.999%
Availability across 11 countries

40%
Content management improvement

> *" Sitecore is a key success factor in enabling Klépierre to deliver a personalized, customer-centric and omnichannel experience. We are extremely happy with the Sitecore and Proximity partnership; we made the right choice."*
>
> *— Diane Ledoux, Digital Marketing Director, Klépierre*

At the core of the digital platform is the Sitecore headless DXP. Built on Microsoft Azure, the highly scalable Sitecore Managed Cloud service simplified and streamlined the implementation of such a large project while maintaining enterprise-class security and compliance.

The platform gives Klépierre a single source of content and omnichannel delivery for websites, marketing, and even interactive kiosks. Data collected enables a mall to present a customized website experience based on an individual's past interests and preferences. This supports retailer marketing and promotions, and more cross-selling between retailers — such as links at the bottom of a retailer's page to other related shops and offers that might interest the customer.

The Outcome

This new digital, data, and CRM platform has proven to be "a huge transformational step towards rethinking our customer experience." It has transformed website content, making information relevant and easy to access. Customer feedback has been full of praise, with comments such as "a super modern look and feel, very fast page loads, and a great experience." Retailers have their own virtual shop window with strong branding and images, location maps, and other useful information to improve cross-visiting. Internally, DXP performance has enabled 40% faster management of consistent content across multiple sites and channels.

Sitecore was critical in taking consistent, global content and localizing it to enable Klépierre to give each mall a local identity, where leading brands mix with local retailers. Using Sitecore Managed Cloud transformed how the new DXP was deployed, accelerated time-to-market, and delivered impressive performance results for such a large implementation. Average availability achieved across all sites is 99.999%, with almost all sites hitting 100%. Page-speed average scores are over 95, and content creation time has been cut from around 10 minutes to between 1 to 5 minutes.

With Sitecore, Klépierre is now able to roll out new services and features quickly and easily, including a loyalty scheme and chatbot for voice-activated information.

"Sitecore XP and Sitecore Managed Cloud are the right tools to meet both internal and external customer satisfaction. With Sitecore's headless architecture and Proximity's JAMStack approach, performance is 40% faster than before, and page load speeds have improved dramatically. Sitecore provides the foundation for our global, omnichannel vision," said Salma Kharchafi, Global Digital and Omnichannel Strategy Manager at Klépierre.

Success Snapshot

- Sitecore® Experience Platform™ (XP 9.2)
- Sitecore® Managed Cloud (Standard)
- Sitecore® JSS
- Integrations:
  - Tealium customer data management
  - Selligent CRM
  - Netlify web development
  - Sitelify page load improvement
  - Uniform edge-based personalization
  - Social media channels
- 6 months to deploy 93 sites in 14 languages across 11 countries
- Improved personalization and customer experience
- Won customer praise
- Enhanced retailer sales and marketing
- Managing content 40% faster
- Cut content creation time from 10 to 1-5 minutes
- 99.999% average availability across all sites
- 100% availability for majority of sites
- 95+ average page-speed scores
- Minimize COVID-19 lockdown impact

proximity

Sitecore Silver Implementation Partner

Formed in 2001, Proximity operates in all major business hubs across the globe. It is a network of strong, locally significant agencies, a third of which have been recognized as Agency of the Year in the past three years. It provides access to regional centers of excellence in digital development, marketing enablement and performance media which are both highly effective and cost-efficient.

proximityworld.com