



**COUNTRY ROAD**    **MIMCO**    **TRENER Y**    WITCHERY

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## An Expanding Partnership

Fashion retailer Country Road Group has been an eStar client since 2010 when it launched its first eCommerce platforms for both Country Road and Trener y.

Following the 2013 acquisition of the Mimco and Witchery brands eStar's eCommerce platform was chosen after an extensive evaluation process to migrate off Magento.

The migration allowed the Witchery and Mimco brands to receive the benefits of enhanced features and a scalable platform.



## One eCommerce Platform for Multiple Brands

Today, eStar's eCommerce platform provides all four Country Road Group brands (on nine storefronts) with a standardised shared infrastructure, supporting their individual market positioning while driving traffic and conversion.

As more customers demand the flexibility of shopping online, including from mobiles, country-specific adaptive websites were required for all brands across Australia and New Zealand.

Country Road Group wanted the websites to retain their existing look and feel. The individual online stores needed to carry a full range of products and offer customers the latest functionality in category, search, navigation, products and imagery.

## Omni-Channel Focus Solution Aligns Online with In-store Experience

The Country Road Group has developed a comprehensive Omni-Channel offering to provide customers with a consistent shopping experience, across physical stores and online.

eStar employees work with the Group to ensure their Omni-Channel team has full control of the eCommerce platform and can rapidly implement new features.

## Integrations

eStar deployed a full suite of automated integrations including price and availability, customer, promotions and products - with Retek Oracle ERP and Microsoft's Biztalk as middleware.

Dispatch is managed by a highly customised hybrid of eStar's dispatch and fulfilment functionality, integrated with Country Road Group's own ERP and warehouse management systems. 'Click and Collect' allows an entire order to be fulfilled from in-store.

eStar integrated the Country Road Group's very popular cardholder program with Salesforce CRM to track loyalty and promotion information and match transactions against

customer records. This ensures the data is accurate and that offers can be redeemed in-store or online.

## "85% of all transactions are attributed to cardholders"

The shopping experience is enhanced by content-rich video 'catwalk' presentations, a customised 'Lookbook' and Wish List and Gift Registry. MOTO (mail order telephone order) is used by store staff.

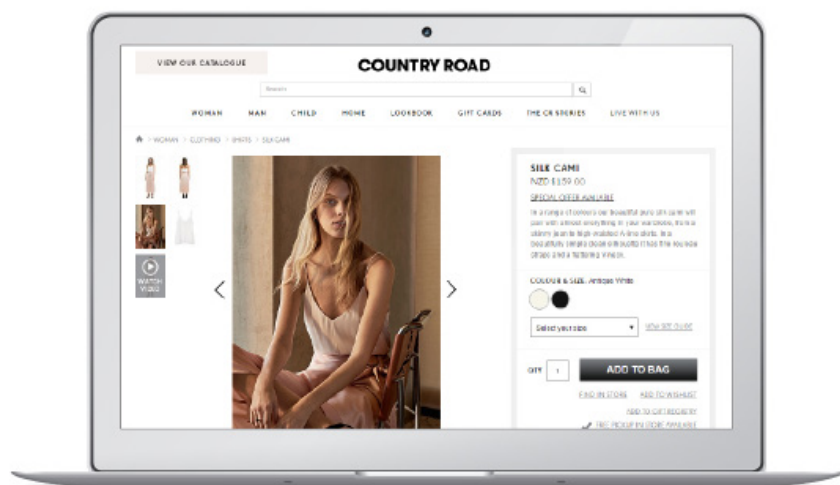
Each brand has a 'display satellite' offering different currencies, pricing, availability and delivery options. IP sensing redirects customers to the correct country website while device sensing ensures that mobile users experience the adaptive website.

Country Road and Trenergy's websites are managed from a single administration portal while Mimco and Witchery brands each have their own. All brands use eStar's credit card fraud protection software RMPProfiler while eStar also manages security, backups and monitoring.

## Future Plans

The Country Road Group reported that online sales growth continues and is a significant driver of revenue growth for all four brands. All brands are performing particularly well through a standardised platform, as well as growth in traffic and conversion rates.

eStar continues to partner with Country Road Group to identify and implement new features and improvements.



## Brand Experience. Delivered Together.

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