

LK Bennett Multiple Market Solution Launched in Eight Weeks

LK BENNETT EXCEEDS CROSSBORDER REVENUE TARGETS,
WITH AOV BEATING EXPECTATIONS



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About LK Bennett

LK Bennett, the UK women's shoe and apparel brand, was founded in Wimbledon, London in 1990. Their clothing, shoe and handbag collections are designed in-house and created with expert craftsmanship for exceptional quality and style.

In 2019, the brand took the decision to restructure its business, bringing all operations back to the UK and closing their US bricks and mortar, and distribution presence. The new strategy would see all markets being served by the UK webstore using a cross-border model.

The Challenge

LK Bennett required a very swift turnaround time to implement a cross-border solution – just 10 weeks. The company needed a partner that could deliver a complete solution including pricing, checkout, localization, duty and tax calculation, delivery and returns.

The US market was the first priority, followed by a second wave of 27 EU countries plus Norway and Switzerland. Wave three is set to include Canada, Australia, the Middle East, Mexico and Russia.

The Solution

With experience in over 200 markets, eShopWorld put together a 'go-live' plan that would deliver LK Bennett's US cross-border solution in just 8 weeks. The plan considered the entire cross-border ecommerce value chain, localizing the experience for shoppers across multiple touchpoints such as checkout, payments, fraud, logistics and returns.

Creating a bespoke solution for LK Bennett required a road map that took into consideration the markets where there is highest potential for growth and ROI, along with all of the functionality and services to help them capitalize on those opportunities.

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“With such a short timeframe we were unsure if we could even accomplish what we set out to, but eShopWorld were able to address the many concerns of such a major project and developed a plan that answered all our cross-border needs.”

Zoe Donovan, Digital Director at LK Bennett

The ESW solution focused on building trust and confidence with shoppers through a series of API integrations, beginning with a geo-triggered welcome mat with market-specific messaging, then reinforcing that commitment to the customer across multiple touchpoints including Currency, Pricing, Duty and Tax calculation, Checkout, Payments, Deliver and Returns. Some of the key features included:

ESW SOLUTION	BENEFITS
Geo Location Service	Auto location recognition ensures positive shopper experience in each market.
Landing Mat/Country Selector	The site lets shoppers know from the outset that LK Bennett ships to their country and that the experience will be tailored for them.
Pricing Advisor	LK Bennett can show all-inclusive prices to shoppers, ensuring the highest conversion rates. Guarantees correct Foreign Exchange rates, VAT rates, Duty rates on LK Bennett’s ecommerce platform.
Checkout API	eShopWorld’s configurable checkout, in LK Bennett’s branded style, allows shoppers to review their order, complete shipping details, select the appropriate service level and pay for the order.
Payment Methods	Most popular payment methods are made available in each market. ESW utilises local acquirers to improve shopper experience and conversion rates. Key methods include: Visa, Mastercard, Maestro, Paypal, Amex and Diners Club.
Order Confirmation Webhook	Checkout data is sent to LK Bennett’s ecommerce platform (Hybris) so the customer order can be confirmed and seamlessly fulfilled, right through to package delivery and beyond.
Package API	Direct notification to eShopWorld that packages have been picked/ packed in the LK Bennett warehouse and are on their way to the ESW UK hub for final mile processing.
Tracking Portal	Allows LK Bennett customers to keep track of their package location at each stage of the outbound journey.
Returns Portal	LK Bennett customers can easily return an item(s) if they so wish. The returns portal facilitates label generation and location of the nearest return centre for faster refund processing.
Email Suite	Each transactional email is designed in line with LK Bennett’s style guide, ensuring a branded, seamless customer experience.

The Results

ESW completed the implementation of LK Bennett's solution in 8 weeks – a **20% timeline reduction**. Since implementation, the company has seen order volumes steadily increase month on month.



As of June 2020, LK Bennett's ESW integration is trading ahead of target, despite the impacts of COVID-19, with **AOV running at 34% ahead of expectations**. A strong proxy for the fit between product and market is the checkout conversion rate, and with rates of up to **60% checkout conversion**, LK Bennett's is performing exceptionally strongly. Clearly the localization of the shopper experience, delivered through the ESW checkout is meeting the expectations of LK Bennett customers, giving them the confidence to complete their purchase, and keep coming back for more.

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“eShopWorld delivered a sophisticated solution in a remarkably short period of time, allowing us to go-live in the US with as little friction as possible. The results speak for themselves.”

Zoe Donovan, Digital Director at LK Bennett





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ESW is the cross-border ecommerce leader, empowering the world's best-loved brands and retailers to make global shopping better, safer, simpler and faster, end-to-end. From compliance, data security, fraud protection, taxes, and tariffs to checkout, delivery, returns, customer service, and demand generation, our powerful combination of technology and human ingenuity covers the entire shopper journey across 200 markets.

Brands partnering with ESW can enter new international markets in as few as 6 weeks, up to six times faster than if they attempted to do so on their own – all while engaging directly with customers and retaining ownership of all the data collected during the shopping process.



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